# Template 6 - Message During Survey Deployment

### *From Business Line Leader (if necessary to increase engagement and participation) to DEPARTMENT/TEAM*

## When

**If needed, one day after First Reminder.**

## Why

If the response rates are great overall you may not need this step. If response is lower overall, a message from business leaders will convey to employees that this survey is important and worth prioritizing among other tasks. This message should follow the overall reminder by a day to reinforce the power of the reminder. If the response rate is low in only some departments, a message from that leader should explain why it is important that their business unit’s views are represented in the overall results.

It is helpful to update managers on response rates (use a little competition if necessary by comparing them to other departments), ask them to send a message to their teams, and provide a draft email message. The goal of this message is to create a sense of urgency among employees and reinforce the importance of participation. This email should:

* Update teams on response rates​ and comparisons across departments;
* Communicate the employee survey objectives​, rationale and timings;
* Reinforce confidentiality;
* Indicate how to access the survey​ and the time left to complete it.

## What - Template 6:

As you are all aware, our​ [SENIOR LEADER]​ announced our company-wide Inclusion survey a couple weeks ago and asked for all our participation. I know you are juggling multiple priorities and delivering on important commitments, and I want you to consider this a priority as well.

Because we as an organization are committed to DEI and need accurate data to deliver on that promise, I am asking you to take the time to respond to this confidential survey in the next [THREE] ​days. I myself spent ​[# MINUTES]​ completing the survey​ [WHEN] ​and found it to be [ADJECTIVE: such as valuable, interesting, quick]​.

I am also encouraging you to respond to the survey because it is important to me how we are doing as a ​[DEPARTMENT, TEAM, FUNCTION]​.​ [IF APPLICABLE: Our response rate has been lower than many others in the organization.] ​If we know our strengths we can celebrate them and build upon them. We also want to know where we can improve so that we can build an effective and high-performing team.

Let me reiterate that your responses are​ confidential. ​We are looking for patterns of responses so we can develop organizational-level solutions. Your individual responses cannot be tracked back to you by anyone at​ [COMPANY]​.

Please do not hesitate to contact me if you have any questions. Otherwise, I look forward to getting your collective feedback when I review the results of our​ [DEPARTMENT] ​in a few weeks. I will get back with you to discuss the results and our actions plans once those are in place.