

Internal Comms Announcing Project

Template 3 – Survey Details

From Project Owner within client organization: DEI/HR Manager

When

One day prior to the survey.

Why

This email is a follow-up to the leader's project announcement, addressing more of the execution questions that employees might have. The overall goal is to encourage participation and maximize response rates. This message goes out the day before the survey launch to let employees know to expect to receive the survey link the following day. This way, if there are any challenges with the technical aspects of distribution (from SPAM filters to database issues) employees can let you know if they have not received the survey.

Please choose the correct template by clicking on the buttons below.

Which of these assessments are you currently conducting?

- **Only ILA** (Inclusive Leadership Assessment)
- **Only DEID** (DEI Diagnostic)
- **Both ILA and DEID** at the same time

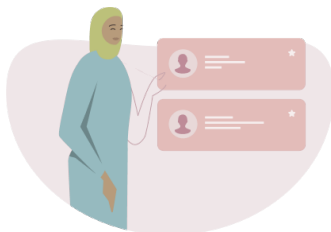
(If you're not sure, please address your concern with your Pulsely project manager.)

ILA for a
Leadership Team

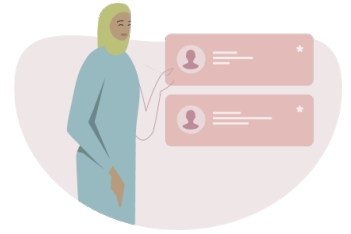
ILA for an
Organization or
Department/Unit

DEI Diagnostic

Both ILA and
DEI Diagnostic



ILA for a Leadership Team



As you heard last week from [EXECUTIVE], we have partnered with Pulsely to run our Inclusive Leadership Survey which will launch on [INSERT DATE]. Pulsely was selected for many reasons including both their expertise and their ability to ensure confidentiality.

Why do I need to complete the survey?

Inclusion is an intangible concept that can be difficult to observe. And yet, it is critical for engagement, retention, and business performance.

What do I need to do?

When you receive the survey link from [COMPANY or PULSELY], please set aside 5-10 min to answer the questions. Please be thoughtful, honest, and candid when you complete the survey.

How honest can I be?

Because we need your genuine responses, we know we need to assure you of confidentiality. This confidentiality extends to your survey responses and to the presentation of results. We will not be able to trace individual responses back to you. No matter how we slice the data, management will only see combined data for groups of 5 or more respondents. We are asking you to trust that this data will only be accessible to our third-party vendor.

What happens next?

At the end of the survey, you will have the choice to receive your personalized Inclusion Report. Your report will indicate which of three common Inclusion Perspectives is reflected in your answers, some primary characteristics of that group, and ideas for how to support inclusion in the workplace. No one else will have access to your personal report. This report is for your personal use only and I encourage you to opt in to receive it.

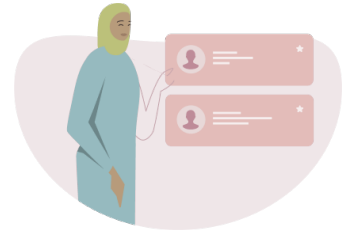
Once we receive the team-level report, we will share the findings and our action plan. Transparency is key to unlocking potential and fostering inclusivity.

We aim for 100% participation. When you receive the survey request [TOMORROW], please give it your prompt attention.

Please reply to this email if you have any other questions or if you fail to receive the survey invitation.

Thank you in advance for your participation.

ILA for an
Organization or
Department/Unit



As you heard last week from [EXECUTIVE], we have partnered with Pulsely to run our Culture Survey which will launch on [INSERT DATE]. Pulsely was selected for many reasons including both their expertise and their ability to ensure confidentiality.

Why do I need to complete the survey?

Inclusion is an intangible concept that can be difficult to observe. And yet, it is critical for engagement, retention, and business performance.

What do I need to do?

When you receive the survey link from [COMPANY or PULSELY], please set aside 5-10 min to answer the questions. Please be thoughtful, honest, and candid when you complete the survey.

How honest can I be?

Because we need your genuine responses, we know we need to assure you of confidentiality. This confidentiality extends to your survey responses and to the presentation of results. We will not be able to trace individual responses back to you. No matter how we slice the data, management will only see combined data for groups of 5 or more respondents. We are asking you to trust that this data will only be accessible to our third-party vendor.

What happens next?

At the end of the survey, you will have the choice to receive your personalized Inclusion Report. Your report will indicate which of three common Inclusion Perspectives is reflected in your answers, some primary characteristics of that group, and ideas for how to support inclusion in the workplace. No one else will have access to your personal report. This report is for your personal use only and I encourage you to opt in to receive it.

Once we receive the organizational report, we will share the findings and our action plan. Transparency is key to unlocking potential and fostering inclusivity.

We aim for 100% participation. When you receive the survey request [TOMORROW], please give it your prompt attention.

Please reply to this email if you have any other questions or if you do not receive the survey invitation.

Thank you in advance for your participation.

DEI Diagnostic



As you heard last week from [EXECUTIVE], we have partnered with Pulsely to run our Diversity and Inclusion (or you may prefer to call it a Culture of Inclusion) survey which will launch on [INSERT DATE]. Pulsely was selected for many reasons including both their expertise and their ability to ensure confidentiality.

Why do I need to complete the survey?

Inclusion is an intangible concept that can be difficult to observe. And yet, it is critical for engagement, retention, and business performance.

What do I need to do?

When you receive the survey link from [COMPANY or PULSELY], please set aside about 10-15 minutes to answer the questions. Please be thoughtful, honest, and candid when you complete the survey.

How honest can I be?

Because we need your genuine responses, we know we need to assure you of confidentiality. This confidentiality extends to your survey responses and to the presentation of results. We will not be able to trace individual responses back to you. No matter how we slice the data, management will only see combined data for groups of 5 or more respondents. We are asking you to trust that this data will only be accessible to our third-party vendor.

What happens next?

Once we receive the organizational-level report, we will share the findings and our action plan. Transparency is key to unlocking potential and fostering inclusivity.

We aim for 100% participation. When you receive the survey request [TOMORROW], please give it your prompt attention.

Please reply to this email if you have any other questions or if you do not receive the survey invitation.

Thank you in advance for your participation.

Both ILA and DEI Diagnostic



As you heard last week from [EXECUTIVE], we have partnered with Pulsely to run our Diversity and Inclusion (or you may prefer to call it a Culture of Inclusion) survey which will launch on [INSERT DATE]. Pulsely was selected for many reasons including both their expertise and their ability to ensure confidentiality.

Why do I need to complete the survey?

Inclusion is an intangible concept that can be difficult to observe. And yet, it is critical for engagement, retention, and business performance.

What do I need to do?

When you receive the survey link from [COMPANY or PULSELY], please set aside about 15-20 minutes to answer the questions. Please be thoughtful, honest, and candid when you complete the survey.

How honest can I be?

Because we need your genuine responses, we know we need to assure you of confidentiality. This confidentiality extends to your survey responses and to the presentation of results. We will not be able to trace individual responses back to you. No matter how we slice the data, management will only see combined data for groups of 5 or more respondents. We are asking you to trust that this data will only be accessible to our third-party vendor.

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