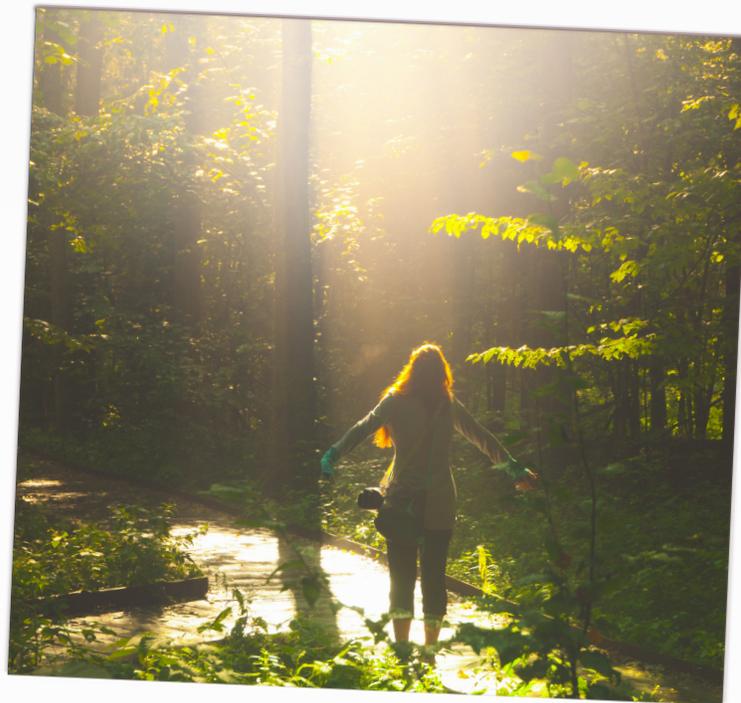


Strategies for Encouraging Survey Completion in Faith Communities

South Southwest Addiction Technology
Transfer Center Network

HHS Region 6





Strategies for Encouraging Survey Completion in Faith Communities

The South Southwest Addiction Technology Transfer Center (SSW ATTC) collaborates with Faith Partners, Inc. a non-profit 501©3, which was founded in 1995 by religious leaders seeking ways to mobilize faith communities' resources to address alcohol and drug issues in their communities. Faith Partners provides the leadership, training, educational materials and consultation to initiate, develop and sustain a faith communities' efforts to address drugs and alcohol and its impact on their members. Faith Partners provides an individualized plan to start an effective team effort to address the needs of the whole faith community.

As part of the process of building capacity and identifying the unique needs and goals of each faith community around the development of their ministry, Faith Partners utilizes community surveys at several points in time. Following is a practical guide developed by the South Southwest ATTC with best practices for engaging the entire faith community in the survey process.



Key Strategies for Survey Completion



Point Person - Identify a community staff member or volunteer to assist with planning of initial and follow up surveys from a participating faith community. Plan out in advance with them strategies and timing for distribution of initial and follow up surveys.



Communication of Meaning - Develop a clear short simple explanation of the surveys, what they intend to collect and why, and especially the meaning behind the completion of the follow-up survey. How will the information in the initial and follow-up surveys benefit the community? Clear, simple, straightforward messaging shared by trusted community members. For the community, focus on What's your why? as it relates to gathering the information in the surveys. A good short starter video for the conversation is "**Knowing Your Why**." by Michael Jr.



Other Points to Consider

Timing – where do the initial and follow up surveys land in the faith community calendar? Are they at times when community staff, volunteers and survey participants have the time and bandwidth to participate in both surveys?

Messaging - Often, early and frequently. Regular announcements and communication by key leadership.



Format - Is hard copy or online distribution best? Or both?

If **hard copy**, when will the most people be in person? Perhaps a table after a worship opportunity? At a social meal where many people attend? Adult groups or classes or social events? Plan for more than one time and place for both initial and follow up surveys, and ask volunteers to assist in talking with people. Discuss the why at each event and give people time during the event to complete the surveys.



If **online** – Insert QR Codes in online and hard copy bulletins, newsletters, posters, email blasts. Display printed QR Codes on tables where meals or activities are being held so they can scan the code, or in hallways or spaces where people frequent. Always include an explanation of how to scan QR code with phone camera.



Reconnecting for Follow Up Surveys



Hard Copy Follow Up Surveys - If individuals agree to be contacted for the follow up survey, assign someone they know to reach out personally when the time comes to share the follow up survey with them and ask them to complete it. For hard copies, have a process in place for them to return it once completed (drop box, self-stamped envelope). If at all possible, get them to complete it and turn it in while they are together.



Online Follow Up Surveys - If individuals agree to be contacted for the follow up survey, assign someone they know to reach out personally via phone, email and/or in person when the time comes to share the QR Code for follow up survey with them and ask them to complete it. If at all possible, get them to complete it online while they are together.



To learn more about Faith Partners, Inc.'s model see their online brochure scan the QR code below



To learn more about the South Southwest ATTC scan the QR code below



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