



Tool 3.3: Tips for Conducting Surveys

General Surveying Tips

- a. Make sure you fill out the information at the top of the survey (your name, site of survey, date, etc.).
- b. Ask questions and give answer options word for word as they are written.
- c. Ask questions in the order they appear in the survey.
- d. Ask every question, unless the directions say to skip it.
- e. Write down responses immediately after they are given.
- f. Clearly mark your answers.

Tips for Using Your Surveys as an Organizing Tool

Surveying can be a useful tool to strengthen your community organizing and outreach efforts because it enables your organization to meet and discuss with new community members who might be interested in joining your cause. Below are some tips for how to use surveys as an organizing tool.

- a. Make sure you have a clipboard with organizational contact sheets.
- b. After you finish the survey ask the respondent if they've heard of your organization and if they'd like to get more involved.
- c. Ask the respondent if they are interested in joining your efforts by becoming a surveyor and surveying others.
- d. Whether or not the person is eligible to take your survey, make sure you get the person's contact information so you can follow up with them.