

# How to Get More Event Survey Responses

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Last September, I discussed how you can take a proactive approach to the success of your nonprofit's events by way of an [organized registration system](#). Now, let's jump to *after* the event. Are you closing the loop by getting feedback from attendees, and then putting those insights to good use? If not, now is the time to start. Have your requests for input been met with low response rates, or even total silence? If so, your surveys—and the methods you use to distribute them—probably need some updating. Below is a collection of ideas to help make your surveys more worthwhile, for both you and your respondents.

## **Give them a heads-up.**

When you test drive a new car, you spend the drive thinking about how you feel about the car. You know you will be making a decision about it later, so your mind is very much focused on your likes and dislikes. The same principle can be applied to events and surveys: If your attendees *know* they will be asked about the event, they are more likely to have some answers in mind that they want to share. As [CustomerThermometer](#) explains, it is an excellent idea to “underline the fact that you will regularly survey your customers and explain what will happen with their feedback.”

## **Start collecting responses *during* the event.**

According to [QuickTapSurvey](#), “in-person data capture is the best way to collect data while your respondents are present and engaged.” Consider handing out paper copies of your survey as attendees enter the event, and make sure it is clear how to return the survey once it has been filled out. If you prefer to handle things electronically, send your board members or a group of volunteers around during the event to collect survey responses on their smartphones or tablets. This will also give your board/volunteers a chance to talk one-on-one with event attendees to potentially obtain more in-depth feedback.

## **Ask the right questions... but only a few of them.**

People are busy. The fewer questions you ask in your survey, the more answers you are likely to receive.

## **And a little bribery couldn't hurt...**

Everybody loves to win a prize, even if it's nothing extravagant. Consider offering survey respondents an [incentive](#) such as cash, gift cards, or prize giveaways.

## **Go beyond the thank-you note.**

You should thank your survey respondents for their time and feedback, of course, but it is even better to show your appreciation through action. Publicly respond to the results of your survey on social media or in an email blast. Let the dissatisfied know how you plan to improve next time around. Draw attention to praise, as well, and let respondents know how you plan to impress them again at your next event. Not only will this publicity help market your future events, it will also show survey respondents that their feedback has been noticed and is making a difference.