

Ideas for Distributing Employee Interest Surveys

Distribution Method	Pros	Cons	Additional Information
Personal Distribution	Low cost. Personal contact with employees might increase the number of survey responses. Personal interaction will allow wellness members to talk about the importance of completing the Employee Interest Survey.	Could involve a significant time involvement for large worksites. In facilities with different shifts of employee work-time, committee members would need to cover all shifts to ensure distribution to all employees. Home-based employees might not receive surveys. Employees might be disbursed throughout several worksites. Could involve a high level of committee involvement in counting and monitoring survey responses in large offices.	Personal distribution could be combined with mailbox, paycheck stuffers, or email distribution to include employees at all shifts and locations (this would involve significant committee involvement in identifying employees who are home-based or work night-time shifts). In smaller offices, surveys could be distributed and completed in staff meetings, ensuring high levels of survey responses.
Mailbox stuffers	Low cost. Surveys can be distributed with relative ease.	Some employees might not check their mailboxes. Could involve making high numbers of copies in large offices. Could involve a high level of committee involvement in counting and monitoring survey responses in large offices.	Be sure to specify a specific survey collection spot for employees to drop surveys.
Paycheck stuffers, Memo addendums	Low cost. Surveys can be distributed with relative ease. Most employees will receive (and open) paychecks and employee memos.	Could involve making high numbers of copies in large offices. Method does not include temporary staff. Could involve a high level of committee involvement in counting and monitoring survey responses in large offices.	Be sure to specify a specific survey collection spot for employees to drop surveys.
Email distribution	No cost. Surveys can be distributed very easily.	Employees might not respond to email. Method does not include employees without email. Could involve a high level of committee involvement in counting and monitoring survey responses in large offices.	Email distribution could be combined with mailbox stuffers or paycheck stuffers to include temporary and non-email staff (this would involve significant committee involvement in identifying employees without computers).
Online Surveys	Surveys could be easily distributed via email. Low level of committee involvement needed in tabulating survey results—the survey website will collect and score data. Very easy to monitor the number of survey responses.	Significant cost involved. Method does not include employees without internet access. Committee involvement needed in setting up survey online.	Email notification of online survey site could be combined with mailbox stuffers or paycheck stuffers to include employees without access to the internet (this would involve significant committee involvement in identifying employees without computers). The following websites offer online surveys: www.zommerang.com www.surveymonkey.com

**Some things to keep in mind while distributing surveys:

1. Your wellness committee should consider setting a target date for receiving survey responses. Having a set date to return surveys will make some employees more likely to complete them.
2. Consider having a drawing or incentives for employees who complete their surveys. These incentives or drawings do not have to cost money! For example, your committee could: offer relief from shared office tasks (like cleaning common areas or contributing to the coffee fund) to the first 5 employees who finish their surveys; find a local business to donate a gift card to give to drawing winners; post a “thank you” note to employees who complete their surveys in a visible notice board. (This could be done a week or a few days before the final collection date to remind others to complete their surveys.)
3. Think about posting fliers or sending out reminder emails to keep employees informed about the importance of the Employee Interest Survey. Remember: a few well placed fliers and a small number of emails will keep people’s attention. Try not to flood employees’ mailboxes with too many emails or they will begin to delete them.
4. Remind Wellness Committee members to talk up the surveys! Committee members are your greatest assets and biggest champions. Members can make short presentations in management or office staff meetings about the importance of the survey and the final collection date. Also, ask them to talk about the importance of the Employee Interest Survey to their friends and co-workers. News will spread, generating greater survey participation.