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**Little Rock Congregations Study**

**Communication Templates**

This document is integrated with the [Survey Promotion Timeline](https://research.ualr.edu/lrcs/wp-content/uploads/sites/119/2020/09/LRCS-Survey-Promotion-Timeline-White-Background.pdf) to make it as easy as possible for your congregation leadership to communicate with members about the survey and its benefits. The more members that complete the survey, the more valuable the reports will be to your congregation. Higher participation rates depend on contact across multiple platforms. Of course, congregations have different needs and preferences. These templates and timelines are only suggestions. You should do what works best for you and your members.

The suggested language in these templates is meant to be easily copied and pasted into emails, newsletters, or social media posts. Sections that are meant to be customized with your congregation’s name, leadership contact information, specific survey link, etc., are set off by [brackets]. When you are making Facebook posts, you are welcome to tag the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) Facebook page, linked here and in the suggested social media posts below. In this version of the document, there are no social media graphics, due to size limitations on uploads on our website. Each graphic was uploaded separately and they are all available on the [Congregations Resources](https://research.ualr.edu/lrcs/2020/09/22/congregation-resources/) page, organized by post number.

If you have any questions at all, please reach out to your student researcher. They are happy to answer questions, schedule social media posts, connect with your members, or assist in any other way you need. You can also always reach Dr. Glazier via email at [raglazier@ualr.edu](mailto:raglazier@ualr.edu) or via cell phone at 501-813-2079. Thank you!

* **Sunday, September 27: Announcement and video about the upcoming survey in October shared via email, newsletter, and/ or social media.**

[Congregation Name] has a great opportunity to participate in the upcoming Little Rock Congregations Survey. This survey is about listening to members and learning about the issues in our community that matter to you. In this video, you will meet some of the student researchers from UA Little Rock that are providing the survey and results to our congregation at no cost, and learn more about the project. Be on the lookout for a link via [email, Facebook, newsletter, etc.] to take the survey after October 1!

[The video is being edited now, but it will be emailed to you when it is ready and will be uploaded to the [Congregation Resources Page](https://research.ualr.edu/lrcs/2020/09/22/congregation-resources/) on our website].

* **Thursday, October 1: Survey link and survey opening announcement sent via email.**

Suggested Subject Line: Help our Church & Community by Completing the Little Rock Congregation Survey!

Dear Congregation Members,

We are excited that our congregation is participating in the Little Rock Congregations Survey this year. We want to hear your voice. This 10-15 minute survey will help us learn about your needs, ways you want to serve, the overall spiritual health of [Congregation Name Here], and ways we can work with others in our community.

Here is a link to the survey: [put link here].

This study is being provided to help [Congregation Name Here] and our community by the [Little Rock Congregations Study](https://research.ualr.edu/lrcs/) as a service of UA Little Rock. We need you to participate so that we can have great representation of our congregation. Please give us just a few minutes of your time to really help our community of faith.

Here is a link to [Frequently Asked Questions](https://research.ualr.edu/lrcs/wp-content/uploads/sites/119/2020/09/LRCS-FAQ-2020.pdf) about the study if you have any questions. If you need a paper copy, please contact [appropriate member of the leadership team]. Thank you for participating!

[Signed by the Clergy Leader]

* **Friday, October 2: Social media post 1**

Post Text: [Congregation Name] has partnered with the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) to learn more about what matters to all the members of our congregation! Click the link below to help our church and our community by completing the survey!

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **October 2-4: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.**

Spoken announcement: [Congregation Name] has a great opportunity this October to participate in the Little Rock Congregations Survey. This survey is about leaders listening to you. This 10-15 minute survey will give us information about your needs, ways you want to serve, the overall spiritual health of [congregation name here], and ways we can collaborate with others. We need you to participate so that we can have great representation of our congregation. A link to the survey was emailed to you last week and you can also find it [on Facebook, in the newsletter, etc.]. This survey is being provided at no cost by the Little Rock Congregations Study as a service of UA Little Rock. If you have questions or need a paper copy contact [appropriate member of the leadership team]. Thank you for participating!

Printed announcement: [Congregation Name] Joins the Little Rock Congregations Study

[Congregation Name] has a great opportunity this October to participate in the Little Rock Congregations Survey. This survey is about leaders listening to you. This 10-15 minute survey will give us information about your needs, ways you want to serve, the overall spiritual health of [congregation name here], and ways we can collaborate with others. We need you to participate so that we can have great representation of our congregation. A link to the survey was emailed to you last week and you can also find it [on Facebook, in the newsletter, etc]. This survey is being provided at no cost by the [Little Rock Congregations Study](https://research.ualr.edu/lrcs/) as a service of UA Little Rock. If you have questions or need a paper copy contact [appropriate member of the leadership team]. Thank you for participating!

* **Tuesday, October 6: Social media post 2**

Post Text: What community issues matter most to you? [Congregation Name] wants to know! We have partnered with the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) for a survey. Click the link below to help our church and our community by completing the survey!

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **Saturday, October 10: Social media post 3**

Post Text: Help [Congregation Name] create new and exciting service opportunities for our congregation and [insert your motto here, for example “Share God’s Love”). We are asking our members to complete this quick and easy survey so the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) can give us a custom report based on your feedback, Click this link below to take the survey!

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **October 9-11: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.**

Spoken announcement: The Little Rock Congregations Survey is happening right now, so I just wanted to take a minute to remind you to please complete the survey. This survey is about leaders listening to you. This 10-15 minute survey will give us information about your needs, ways you want to serve, the overall spiritual health of [congregation name here], and ways we can collaborate with others. We need you to participate so that we can have great representation of our congregation. You can find the survey link [on Facebook, in the newsletter, etc.]. This survey is being provided at no cost by the Little Rock Congregations Study as a service of UA Little Rock. If you have questions or need a paper copy contact [appropriate member of the leadership team]. Thank you for participating!

Printed announcement: Help [Congregation Name] by Completing the Little Rock Congregations Survey

The Little Rock Congregations Survey is happening right now! This survey is about leaders listening to you. This 10-15 minute survey will give us information about your needs, ways you want to serve, the overall spiritual health of [congregation name here], and ways we can collaborate with others. We need you to participate so that we can have great representation of our congregation. You can find the survey link [on Facebook, in the newsletter, etc.]. This survey is being provided at no cost by the [Little Rock Congregations Study](https://research.ualr.edu/lrcs/) as a service of UA Little Rock. If you have questions or need a paper copy contact [appropriate member of the leadership team]. Thank you for participating!

* **Monday, October 12: Social media post 4**

Post Text: [Congregation Name] loves Little Rock and serving people in need. We are partnering with the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) so we can serve our community better. Please complete this quick survey so we can learn about opportunities to create partnerships with local nonprofits and other congregations that are interested in the same issues we are.

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! The survey ends November 1st! #lrcsfall2020

* **Wednesday, October 14: Social media post 5**

Post Text: We are partnering with the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) and student researchers at UA Little Rock! These students are working with [Congregation Name] to build a bright future for our community. You can help these students by completing this quick survey about our congregation and the community issues that matter to you.

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **Thursday, October 15: Survey link and update on how many responses have come in so far sent via email**

Suggested Subject Line: [Congregation Name]’s Survey Update!

Dear Congregation Members,

We are excited that our congregation is participating in the Little Rock Congregations Survey this year. So far, [x number of people] from our congregation have already completed the survey. That is great news! We want to hear your voice and the more people complete the survey, the more we will know about your needs, the ways you want to serve, the overall spiritual health of [Congregation Name Here], and the ways we can work with others in our community.

If you haven’t had a chance to take the survey yet, here is the link: [put link here].

This survey is being provided to help [Congregation Name Here] and our community by the [Little Rock Congregations Study](https://research.ualr.edu/lrcs/) as a service of UA Little Rock. They will write a professional report for us, so your participation really matters. We have been sharing the link on our Facebook page as well so help spread the word!

Here is a link to [Frequently Asked Questions](https://research.ualr.edu/lrcs/wp-content/uploads/sites/119/2020/09/LRCS-FAQ-2020.pdf) about the study, in case you have any questions. If you need a paper copy of the survey, please contact [appropriate member of the leadership team]. Thank you for participating!

[Signed by the Clergy Leader]

* October 16-18: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.

Spoken announcement: We are excited that our congregation is participating in the Little Rock Congregations Survey this year. We are about halfway through the month and that means halfway through the survey, too. So far, [x number of people] from our congregation have already completed the survey. That is great news! We want to hear your voice and the more people complete the survey, the more we will know about your needs, the ways you want to serve, the overall spiritual health of [Congregation Name Here], and the ways we can work with others in our community. Please make sure to take the survey and encourage your family and friends in our congregation to take it as well. Thank you!

Printed Announcement: Update on [Congregation Name] and the Little Rock Congregation Survey

We are excited that [Congregation Name] is participating in the Little Rock Congregations Survey this year. We are now about halfway through the survey window and, so far, [x number of people] from our congregation have already completed the survey. That is great news! Our leaders want to hear your voice and the more people complete the survey, the more we will know about your needs, the ways you want to serve, the overall spiritual health of [Congregation Name Here], and the ways we can work with others in our community. If you haven’t already taken the survey, please do and encourage others in our congregation to do so as well. You can find the survey link [on Facebook, in the newsletter, etc.]. Thank you!

* **Tuesday, October 20: Social media post 6**

Post Text: [Congregation Name] has had such a great response to the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) survey so far! Give us a hand so we can use your feedback to help our congregation and our community better help people through service. Click the link below to complete the survey!

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **Thursday, October 22: Social media post 7**

Post Text: Serving those in need is important to [Congregation Name]. By taking the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) survey, we can help grow the culture of service right here in our congregation. Click the link below to complete the survey!

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **October 23-25: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.**

Spoken Announcement: There is only one week left to complete the Little Rock Congregations Survey! The survey closes on Sunday November 1st. This survey only takes 10 to 15 minutes to complete on your phone, tablet, or computer. We need many of you to participate so we can get a great representation of our congregation. This is your chance to help us learn about your needs, ways you want to serve, the overall spiritual health of [Congregation Name], and ways we can work with others in our community. You can find the survey link [on Facebook, in the newsletter, etc.]. Please make sure to take the survey and encourage your family and friends in our congregation to take it as well. Remember, the survey closes Sunday, November 1st. Thank you for participating!

Printed Announcement: One Week Left in the Little Rock Congregations Survey

There is only one week left to complete the Little Rock Congregations Survey! The survey closes on Sunday November 1st. This survey only takes 10 to 15 minutes to complete on your phone, tablet, or computer. We need many of you to participate so we can get a great representation of our congregation. This is your chance to help us learn about your needs, ways you want to serve, the overall spiritual health of [Congregation Name], and ways we can work with others in our community. This survey is being provided at no cost by the [Little Rock Congregations Study](https://research.ualr.edu/lrcs/) as a service of UA Little Rock. You can find the survey link [on Facebook, in the newsletter, etc.]. Please make sure to take the survey and encourage your family and friends in our congregation to take it as well. Remember, the survey closes Sunday, November 1st. Thank you for participating!

* **Monday, October 26: Social media post 8**

Post Text: Don't miss your chance to let your voice be heard! Complete the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) survey before it closes on Sunday November 1st. [Congregation Name] needs your feedback so we can better serve our members and our community! Take the survey below:

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **Wednesday, October 28: Social media post 9**

Post Text: November 1st is the last day for [Congregation Name] to participate in the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) survey. Please complete this quick survey and share your views on important issues in our congregation and our community! We want to hear from you! Take the survey below:

Insert link:

Help us spread the word by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020

* **Thursday, October 29: Survey link and reminder about the survey closing sent via email.**

Suggested Subject Line: Last Chance to Help [Congregation Name]! Survey closes Sunday, November 1st

Dear Congregation Members,

Time is running out! The Little Rock Congregations Survey will close on November 1, so please take a few minutes to complete the survey today. We want to hear from our members! Your responses will help us know more about your needs, the ways you want to serve, the overall spiritual health of [Congregation Name Here], and the ways we can work with others in our community.

If you haven’t had a chance to take the survey yet, here is the link: [put link here].

This survey is being provided to help [Congregation Name Here] and our community by the [Little Rock Congregations Study](https://research.ualr.edu/lrcs/) as a service of UA Little Rock. With your responses, the researchers will write a professional report for our congregation. Please make sure to take the survey and encourage your family and friends in our congregation to take it as well.

Here is a link to [Frequently Asked Questions](https://research.ualr.edu/lrcs/wp-content/uploads/sites/119/2020/09/LRCS-FAQ-2020.pdf) about the study, in case you have any questions. Just a few minutes of your time now will really help our community of faith. Thank you for participating!

[Signed by the Clergy Leader]

* **Friday, October 30: Announcement and video thanking congregants for participating and letting them know that the survey is closing November 1 shared via email, newsletter, and/or social media.**

Thank you to everyone who has participated in the Little Rock Congregations Survey this month! There are only two days left to fill out the survey if you haven’t already. The UA Little Rock Student researchers remind us of that fact and share a heartfelt thank you in this short video to close out the 2020 Study: [video link here].

[The video is being edited now, but it will be emailed to you when it is ready and will be uploaded to the Congregation Resources Page on our website].

* **October 30-November 1: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.**

Spoken Announcement: It has really been a pleasure to participate in the Little Rock Congregations Survey this past month. Thank you everyone who took a few minutes to complete it. Thanks also to [student researcher name] from UA Little Rock who got to know us a bit and helped out. [Student researcher name] will be helping to write a report for us about your needs, ways you want to serve, the overall spiritual health of [Congregation Name], and ways we can work with others in our community. This is your last chance to participate and we really want to hear from you, so please do. The survey link was just emailed to you a day or two ago. You can also find the survey link [on Facebook, in the newsletter, etc.]. Remember, the survey closes Sunday, November 1st so time is running out. Thank you for participating!

Printed Announcement: [Congregation Name]’s Participation in the Little Rock Congregations Survey Draws to a Close

Over the past month, [Congregation Name] has been able to participate in the Little Rock Congregations Survey. Thank you everyone who took a few minutes to complete it. Thanks also to [student researcher name] from UA Little Rock who helped our congregation. [Student researcher name] will also be helping to write a report for [Congregation Name] about your needs, ways you want to serve, the overall spiritual health of [Congregation Name], and ways we can work with others in our community. This is your last chance to participate and we really want to hear from you, so please complete the survey as soon as you are able. The survey link was recently emailed to you. You can also find the survey link [on Facebook, in the newsletter, etc.]. Remember, the survey closes Sunday, November 1st, so time is running out. Thank you for participating!

* **Sunday, November 1: Social media post 10, survey closes at midnight.**

Post Text: Thank you to everyone who has participated in the [Little Rock Congregations Study](https://www.facebook.com/LittleRockCongregationsStudy) survey this month! Today is the last day to complete the survey and tell us what you think! Please take a few minutes and fill it out now. We want to hear from you! Remember, the survey closes at midnight!

Insert link:

Don’t forget to help us get a few more last-minute surveys by liking the post, tagging your friends in our congregation, and commenting when you have finished the survey! #lrcsfall2020