



Little Rock Congregations Study Survey Communication Timeline



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. We suggest the following timeline for sharing information about the survey and encouraging members to participate. Sample language for all communication is in the communication template document linked here. Our student researchers are happy to help schedule social media posts, set up email campaigns, or answer questions.

- Sunday, September 27: Announcement and video about the upcoming survey in October shared via email, newsletter, and/ or social media.
- Thursday, October 1: Survey link and survey opening announcement sent via email.
- Friday, October 2: Social media post 1
- October 2-4: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.
- Tuesday, October 6: Social media post 2
- Saturday, October 10: Social media post 3
- October 9-11: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.
- Monday, October 12: Social media post 4
- Wednesday, October 14: Social media post 5
- Thursday, October 15: Survey link and update on how many responses have come in so far sent via email
- October 16-18: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.
- Tuesday, October 20: Social media post 6
- Thursday, October 22: Social media post 7
- October 23-25: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.
- Monday, October 26: Social media post 8
- Wednesday, October 28: Social media post 9
- Thursday, October 29: Survey link and reminder about the survey closing sent via email.
- 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.
- October 30-November 1: Spoken announcement from religious leaders at worship services, printed announcement in bulletins and newsletters.
- Sunday, November 1: Social media post 10, survey closes at midnight.