



# Survey Says

Conduct a survey to learn about the community you serve

## TIME

45+ minutes



## TEAM STAGE

Any Stage

## MATERIALS

Poster paper, markers, computer

## SUMMARY

Design and conduct a survey to learn information about the community that your group serves.

## SET UP



- Have an initial conversation to define the community you want to learn about and what the focus of the survey will be.

## INSTRUCTIONS


- Have participants brainstorm a list of all the things they want to find out about through the survey.
- Break participants into small groups and divide the ideas from the brainstorm among the groups.
- Have each group come up with questions that, when answered, would provide information about the ideas from the brainstorm. There should be one question for each idea that the group was given from the brainstorm.
- Bring the groups together and chart all of the questions they generated on a poster.
- Refine and combine questions. If there are a lot of questions, use voting to narrow down the list to the most important ones.
  - **Facilitator Note:** While the group is refining questions, look out for leading questions or questions that are otherwise biased or problematic and help the group rewrite them to be more neutral and appropriate.
- Once the question list is finalized, have the group come up with a survey distribution plan. The plan should include:
  - Who is going to be asked to participate?
  - How many responses should ideally be collected?
  - How is the survey going to be distributed?
  - How are the responses going to be collected?
  - How long will the survey be open for?
  - How will the results be summarized and analyzed?
- The survey can be conducted online via a platform such as [Survey Monkey](#). It can also be conducted in person via printed survey sheets or surveyors talking to participants and writing down their responses. Choose the method that is best for the group and the community being surveyed.
- Once the responses have all been collected, summarize and analyze the results to see what was learned about the community.



## VARIATIONS

- Surveys can be conducted to learn about a community's needs before an activity like a [Community Benefit Project](#) or Goal Setting. They can also be utilized after an event as an evaluation tool to measure the community's response to the event.
-  **Small Group:** To facilitate this activity for a small group, skip the step about breaking into groups to brainstorm questions about different topics and instead have all participants collaborate on coming up with a list of questions.
-  **Online:** To facilitate this activity virtually, use a collaborative whiteboard space to record ideas in the initial brainstorm. Then, use breakout rooms for small groups to come up with questions for each of the ideas that came up in the brainstorm. After that, close the breakout rooms and use the collaborative whiteboard space again to collect the questions that all groups came up with and work on narrowing down the final list of questions. Stay in the main meeting room and continue utilizing the collaborative whiteboard space to come up with the survey distribution plan.

## DEBRIEF QUESTIONS

- What:
    - Did the survey distribution plan work as expected? Why or why not?
    - What findings did the survey results reveal?
  - So What:
    - Why is it important to survey our community about this topic?
    - How can this survey impact the work our group does?
  - Now What:
    - How can we utilize the results from the survey?
    - What additional information do we still need before we can move forward?
-  **Facilitator Note:** These questions can be used to guide your debrief, however, pick the questions that best match your group's experience and add or change questions as needed.