Having the First Survey Question Appear in the Invitation Email

Why would you do this?

This is helpful especially if you have a very short survey or routing where a large portion of respondents may be ineligible to complete the rest of the survey should they not meet certain criteria. For example, Veteran Student Life conducted a survey in spring 2017 to determine the extent to which child care posed a challenge to veteran students in pursuing their education. Having the first question of the survey ask whether or not the respondent had any dependents appear in the text of the email may have increased the response rate and provided greater confidence in understanding what percentage of veteran students care for dependents as those without dependents may not have responded to the survey at all.

When writing the email invitation to the survey, navigate to where in the email you would like the question to appear. Then click on the button highlighted below:

This will bring up a list of questions in your survey.

By clicking on one of the items (the first item is suggested), you will be able to set the color scheme of how this will appear in the email using hex values.

I suggest leaving the background the predetermined light gray, changing the text to UMD black (#000000) and the button color to UMD red (#E03A3E). The result will appear in the body of the email like this:

When the respondent clicks on one of the response options, this will open the survey in a new window with the item response prepopulated. If you choose an item that is not on the first page, it will still prepopulate the response selected for that item, but the respondents won’t see it until they reach that question in the survey.