SPS Email Communications

The emails outlined below are sample email messages that our campus partners have successfully used. Feel free to modify as needed and input them into your SPS administration page. These emails are set up in a way that will require you to periodically select winners and update your email messages throughout your administration.

Our [ONLINE RESOURCE PAGE](https://ruffalonl.com/OnlineAdminResources) contains resources such as:

* A video tutorial regarding email setup within your admin site.
* **Whitelisting documentation to ensure your emails are successfully delivered**.
* FAQ documenting how to download your list of survey completers for incentive winners.
* FAQ documenting additional details regarding your scheduled emails.
* Best practices to work in conjunction with your email messages.
* Documentation on all steps necessary to setup your administration.

Invitation/Reminders

Assuming you are using the SPS administration page to deliver your invitations and reminders, you will need to schedule each email within the administration portal. Please note:

* Scheduled emails are sent at 9 AM CST on their scheduled send date. Be sure to have your email in the system the day before you want your email message sent.
* Your invitation send date will launch your survey (thus your start date).
* Be thoughtful regarding your incentives, send dates, and sender name. You know your audience best.
  + What would your students want most? We have found that students are really gravitating towards campus gear! (INCENTIVE). **Be sure to update the sample language with YOUR incentives.**
  + What dates work well with the current events on your campus? We suggest sending 4 or 5 messages with no more than a week between messages. (SEND DATES)
  + Who will your students recognize an email from? Be sure emails are not coming from IR, but instead someone students will recognize. (SENDER NAME)

Preliminary Email

**The expectation is that this email is sent locally (not through the RNL portal) to notify students that they should soon be receiving an email invitation with a link to the survey.**

**Sample Text:**

Hello First Name,

On DATE you will receive an official invitation to complete the Student Satisfaction Inventory.

Student feedback from this survey has led to the following campus improvements:

* Upgrading XX
* Expanding XX
* Enhancing XX

Will your suggested improvements be on next year's list?

Every student who completes the Student Satisfaction Inventory will be eligible for a XX prize drawing. Drawings will be held throughout the duration of the survey administration. The earlier you complete the survey, the more chances you have to win!

Thanks in advance for your feedback. Your input really does help to make positive changes at INSTITUTION NAME.

All the best, INSERT NAME AND TITLE OF INSTITUTIONAL CONTACT

Invitation/Reminders Sample Text

**Note regarding sample text**: {{surveylink}}, {{firstname}}, and {{institution}} are merge fields that will present the unique information for a student email message.

**SENDER NAME – John Doe, Sample University** (should not be IR) **REPLY TO EMAIL –** [**SAMPLE@YOURINSTITUTION.com**](mailto:SAMPLE@YOURINSTITUTION.com) (if a student responds to their messages, who on your campus should the message be sent to)

Invitation:

**Subject:** {{firstname}} - Your Opinion Matters  
**Send Date**: Date you would like e-mail sent

Send date:

Hello {{firstname}},

This is your chance to tell us what is working, and what is not working at {{institution}}. Upon completing the survey, you will automatically be entered into drawings for:

* {{institution}} sweatshirts, water bottles and other SWAG
* $50 Amazon Gift Card
* $100 Amazon Gift Card

Drawings will take place throughout the administration so take the survey TODAY for the best chance to win!

Please complete the student satisfaction survey today. {{surveylink}}

Thank you for your feedback {{firstname}}

Signature

Reminder 1:

**Subject:** {{firstname}}, more chances to win today-complete the survey!  
**Send Date**: Date you would like e-mail sent

Hello {{firstname}},

We have a fun week of give-a-ways so take the survey TODAY and help us make the best of your college experience.

Monday’s and Tuesday’s winners were:

* $50 Amazon gift card-Congratulations XXXXX!
* {{institution}} sweatshirts for XXXX, XXXX, XXXX, and XXXX!

Today we are giving away more {{institution}} sweatshirts! Your survey will close soon-don’t miss your chance to share your opinions.  
{{surveylink}}

Signature

Reminder 2:

**Subject:** {{firstname}} - more incentives coming your way- give us your thoughts to win!  
**Send Date**: Date you would like e-mail sent

Hello {{firstname}},  
  
The responses are rolling in and we have more {{institution}} sweatshirt winners to announce!   
Wednesday and Thursday’s winners were:

* {{institution}} sweatshirts for XXXX, XXXX,, XXXX, XXXX, XXXX, and XXXX,.

And if you have not completed the survey yet, you are in luck! You have the weekend to give us your feedback and you won’t be disappointed in the give-a-ways we have coming…1-$50 and 1-$100 Amazon Gift Card!  
  
What are you waiting for? Tell us how we can make your college experience better by completing the survey today!  
{{surveylink}}  
  
Thank you.  
Signature

**Reminder 3:**

**Subject:** Your survey is closing soon, {{firstname}} -Complete TODAY to win!  
**Send Date**: Date you would like e-mail sent

Hello {{firstname}}.

Where would you like to see changes made at {{institution}}? What do we need to improve upon?  Now is your chance to tell us!

$50 gift card winner will be drawn TODAY as well as 2 {{institution}} sweatshirt give-a-ways, BUT you MUST complete the survey TODAY!

{{surveylink}}

Thank you for your time.  
  
Signature

Reminder 4:

If your survey isn’t at your expected completion rate, you might consider extending your end date and sending another email message.

**Subject:** {{firstname}}, SURVEY EXTENDED-two gift cards are up for grabs!  
**Send Date**: Date you would like e-mail sent

Hello {{firstname}},

SURVEY EXTENDED! 1-$50 and 1-$100 Amazon Gift Card could be yours so please take the survey TODAY!  
  
Our last drawing will be Thursday morning, therefore you have today and Wednesday to give us your feedback on how we can make your college experience better!   
  
{{surveylink}}  
  
Thank you.  
  
Signature