Survey Promotion Templates

Email to Municipal Departments

*Invite other internal municipal departments (e.g., Parks and Recreation, Police/Sheriff, Public Works, Library, etc.) to share the survey with their visitors and online followers.*

(Department Name) is excited to launch the [survey title] to gather residents’ feedback on [topic area]. We believe this survey—paired with the use of the Polco engagement platform to conduct the survey—will help us not only to [survey goals] but also to create a more connected community moving forward.

We are asking for your help to reach as many residents of (Community Name) as possible by:

* Sharing our survey-related social media announcements on your own pages
* Asking internal department employees for their participation
* Posting the attached flyer in highly trafficked areas (e.g., reception areas, common spaces, break rooms, bulletin boards, etc.)

Your support will not only increase the reach of this survey but will also facilitate much-needed connections and conversations between our residents and local leadership. This survey effort lays the groundwork for stronger community-wide engagement and collaboration.

The Polco community engagement platform is a valuable resource available to all departments in the (City/Town/Village/etc.) to gather feedback from residents on various topics. In this survey effort, respondents can sign up to receive notifications about future polls or surveys from the (City/Town/Village/etc.), allowing residents to maintain an active voice in community matters. Additionally, if your department uses Polco for future feedback efforts, you can tap into this existing panel of engaged residents. The platform saves time on outreach, guarantees anonymity for respondents, and provides internal staff with aggregated demographic and geographic data for in-depth analysis. For all these reasons, we invite you to consider using Polco for your own department’s engagement needs! Please don’t hesitate to reach out if you’d like to learn more about using Polco or if we can similarly help promote your team’s initiatives in the community.

Thank you for working to build a better community!

[name]

**[attach the survey flyer]**

Reminder Email

*Send this reminder email to internal departments (e.g., Parks and Recreation, Police/Sheriff, Public Works, Library, etc.).*

The [survey title] is live, and residents are actively sharing their thoughts on (Community Name)! The survey will remain open for a few more weeks. Please continue to encourage community participation by:

* Sharing our survey-related social media material on your own pages
* Announcing this survey effort at your upcoming meetings, events, or gatherings
* Posting the attached flyer in highly trafficked areas (e.g., community bulletin boards, meeting agendas, upcoming public events, etc.)

We are hoping to reach as many residents as possible in this effort and continue to ask for their feedback in the future.

We appreciate your efforts in encouraging your local networks to participate!

[name]

**[attach survey flyer]**