

Raising Survey Response Rates

A Guide for Family Surveys



Organizing for family engagement

Schools and districts that work with Panorama achieve the highest family response rates by establishing touch points with families before, during and after the survey window. Below you will find a list of strategies that our schools and districts have found most successful in increasing family response rates.

Note: many of the strategies have an accompanying resource; click to download the resource!

Strategies you can use

Before Families Take Surveys

- Solicit **family input on survey content** by holding focus groups or by [polling families](#) at an event
- Send **pre-notifications about the survey**: emails, phone calls, school newsletters, [postcards or backpack letters home](#), posters in schools, announcements at school and community events
- Establish clear **incentives for participation** upfront—some schools have even offered a small prize for classes with the highest response rates!
- Communicate **why the survey matters** and **how the results will be used**—why is it important for families to provide feedback to their schools?

While Families are Taking Surveys

- Make use of **multiple mediums** for families to take the survey: email families directly and have computers or paper copies available at widely-attended school or community events. See our [blog on best time of day to send surveys](#).
- Provide **progress updates** to schools: post a “progress thermometer” in each school, send regular update emails to school liaisons and teachers, and provide teachers with a list of children with outstanding surveys
- Send **reminders** via email, phone call, or newsletter

After Families Have Completed Surveys

- Close the loop by **sharing the survey results** with your families
- Increase visibility of the data by **posting results** on your school website, newsletters, or emails home: [see how LCUSD improved visibility within their community](#)
- Demonstrate how your school or district values feedback by communicating **how you will take action** on the survey results

Questions and ideas?

We want to learn what's working for you! Share your strategies with support@panoramaed.com so we can best equip other educators to maximize the value of their surveys.