

New Student Outreach Survey

How-to Guide

Why use the survey?

The goal of the survey is twofold:

1. To help provide an engaging way to make connections
2. To provide an effective way to collect contact information

What materials will you need?

1. Survey (either print or online version)
2. Clipboards for print, phone or tablet for online
3. Pens
4. Two plus people at your table if you are doing it during a clubs day
5. Optional: it can be helpful to have something you can give to the student to take with them promoting your group, i.e. printable postcard from Vistaprint (<http://styleguide.pioneercamp.ca/>)

Note – if you are editing the print version, please ensure that the text is properly in line. On some screen sizes, it will require adjustment. If you would like to use the online version, email mmaclaine@ivcf.ca.

How does it work?

Step One: Introduce Yourself and the Survey (be courageous!)

“Excuse me. My name is _____ and I’m part of the InterVarsity student group on campus. Do you have a moment to answer five quick questions on spirituality?”

Tips: Be friendly and direct

Step Two: Conduct the Survey

Try to hold the survey yourself and ask the student the questions, which may allow for some conversation.

Tips: Feel free to dive into conversation as much as you think is appropriate

Step Three: Collect Information

If people indicate interest, encourage them to put their name and email. Please let them know that they will not receive SPAM email rather that they will receive a personal email from you (or IV rep) to give them relevant information.

Step Four: Follow Up

Follow up within 48 hours, while the conversation is somewhat fresh. If it is possible, have the person that conducted the survey follow up.

Tips: Write the name of the person who conducted the survey on the back. At the end of the day have someone enter into excel or a google sheet all the contact information that was collected to ensure that it does not get lost.