**DRAFT EMAIL TO EMPLOYEES ANNOUNCING SURVEY**

[TO BE SENT ON OR AROUND Date]

*“What does it feel like to be here?”*

Your answer to this question is the best definition of our culture here at [Company Name]. The better it feels to show up here every day, the more successful and engaged each one of us will be.

We want to know *your* answer to that question – it’s the best way for us to find out where our strengths are and what opportunities we need to tackle, right away, to improve our culture. Next week, we are launching an anonymous survey across the entire organization to gain valuable input from you and your colleagues about your experience at [Company Name].

On [Day], [Date], we will provide you with a link to the survey and it will be available until [Day], [Date], at 11:59 PM.

**A few notes about the survey:**

* All responses are ***completely*** anonymous. An independent vendor processes all results and we do not see any identifying information attached to the responses.

* Completing the survey is mandatory. We want to hear from you and we value your input. With 100% participation, we get a complete picture of how our where we are strong and where we have opportunity for growth. While your responses are confidential and anonymous, we are able to identify whether or not all employees in a department have participated.  If someone in your group has not responded, we will follow up with everyone to request full participation.

* The survey should only take 10-15 minutes to complete. It is essential that once you begin the survey, you must click all the way through to the last page (even if your answers to the open-ended questions are brief.)

* You may access the survey through the unique URL assigned to your workgroup from any computer with internet access (office, home, public).
* Do not share or forward the URL you are given and do not use a URL provided by anyone else. It is important to the integrity of each group’s data that you use the link provided to you.

* In advance, I would like to thank you for providing your valued feedback. I look forward to sharing with you the outcomes of these survey results.

Sincerely,

[CEO/President Name]

[Title]