

# Using Survey Monkey

For Efficient Zonta Club Communications

## Is it time for a CLIMATE Check-up?

- How do you **KNOW** what your Club CLIMATE is?
- The best indication of your Club CLIMATE is to do what?
- **ASK!!**
- Survey Monkey is the Answer!
- Use the free resource for gathering essential information



*“Surveys can provide timely and valuable information”*

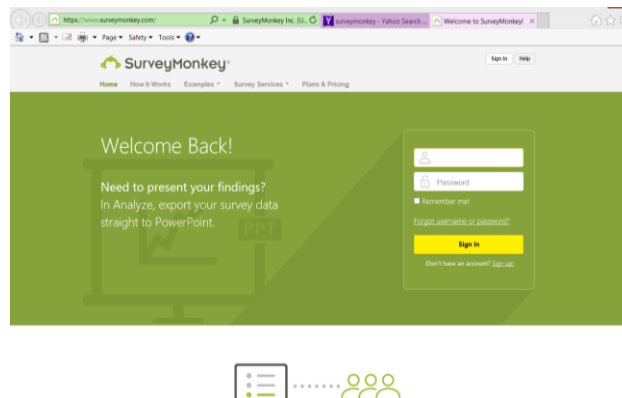
Effective and efficient communication is essential for successful organizations. If you are not taking advantage of the opportunities to interact, you will miss opportunities to provide and offer your thoughts, comments and ideas when they are relevant. Even if you are not comfortable with technology, you can learn some fundamental concepts to understand how to use Survey Monkey and develop good habits for obtaining timely and valuable feedback.

## *Getting Started*

[www.surveymonkey.com](http://www.surveymonkey.com)

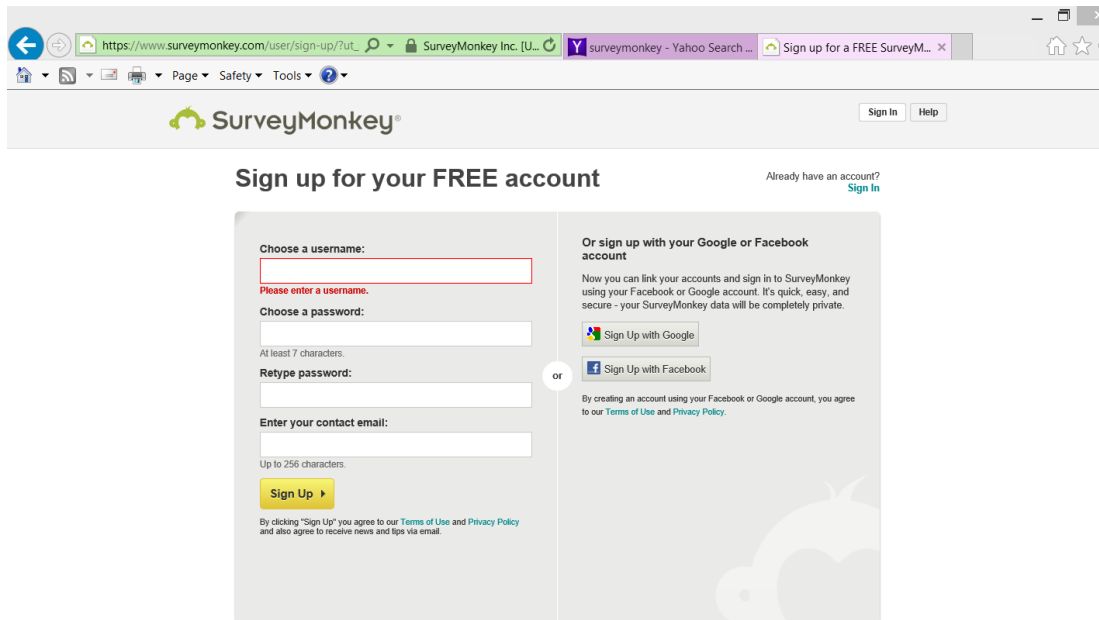
**Creating your Username and Password**

Figure 1



Under the bottom of the **Sign In** --- Sign up and create your account

Figure 2



**Choose a username** If this is for the club use the Club name with no spaces

**Choose a password**—Choose a password at least 7 characters. A future authorized survey administrator will change it

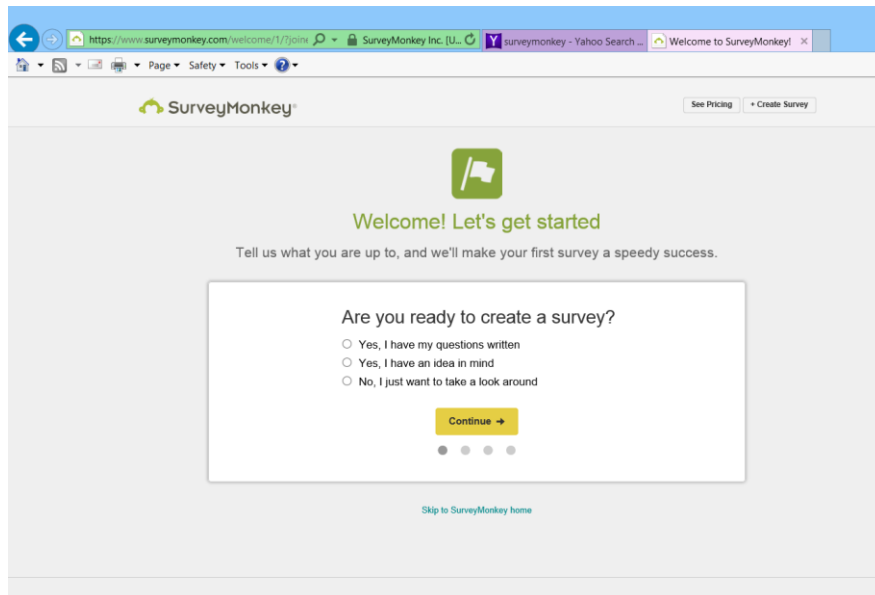
**Enter the contact email** --Enter the club email address

Click the **Sign Up** button

**For future sessions, go to the Survey Monkey website and Sign In using the established username and password.**

## Selecting your Survey Characteristics

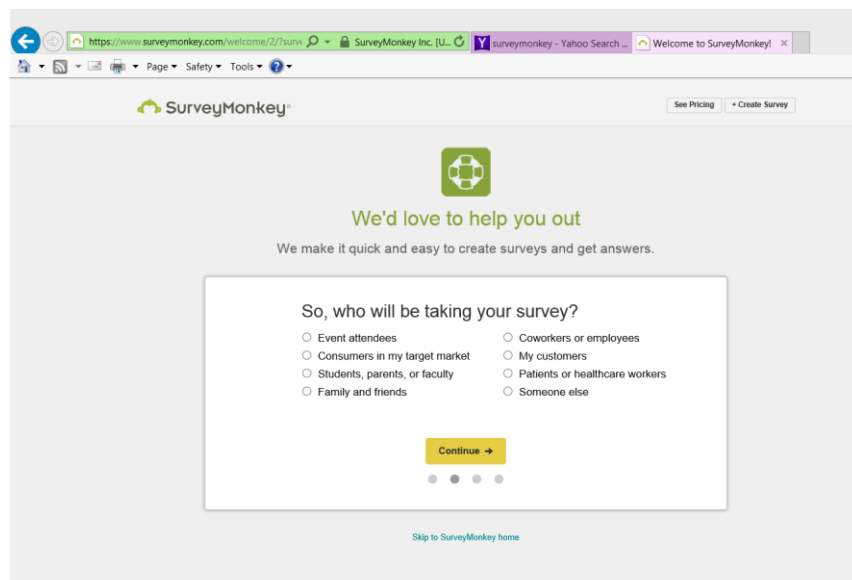
Figure 1



The screenshot shows the SurveyMonkey website's welcome page. At the top, there is a navigation bar with the SurveyMonkey logo, a "See Pricing" button, and a "Create Survey" button. Below the navigation bar, a green flag icon is displayed above the text "Welcome! Let's get started". Underneath, it says "Tell us what you are up to, and we'll make your first survey a speedy success." The main content area features a white box with the question "Are you ready to create a survey?". Below this question are three radio button options: "Yes, I have my questions written", "Yes, I have an idea in mind", and "No, I just want to take a look around". A yellow "Continue →" button is positioned below the options. At the bottom of the white box, there are four small grey circles, with the first one filled, indicating the current step in a four-step process. Below the white box, there is a link that says "Skip to SurveyMonkey home".

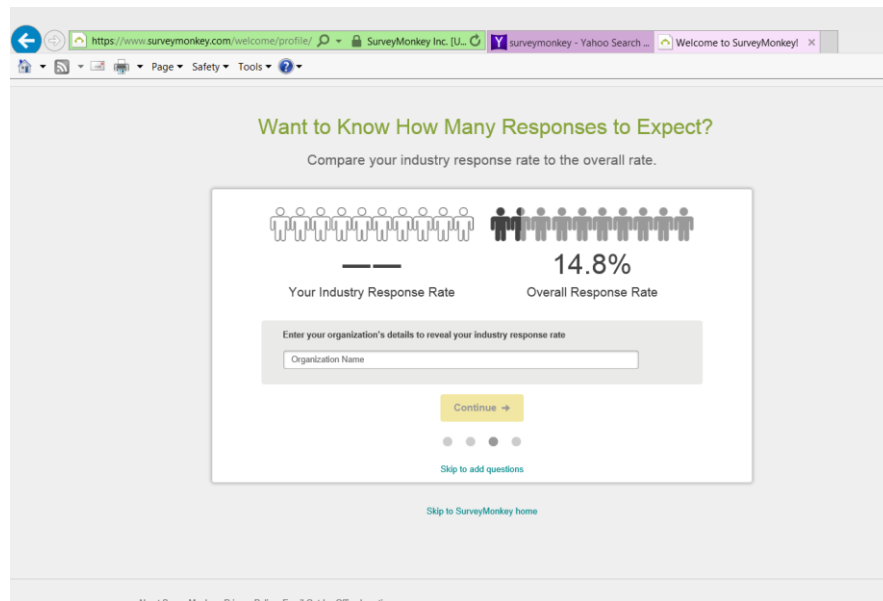
**For this exercise, you have your questions written**

Click the selection and click the **continue** button

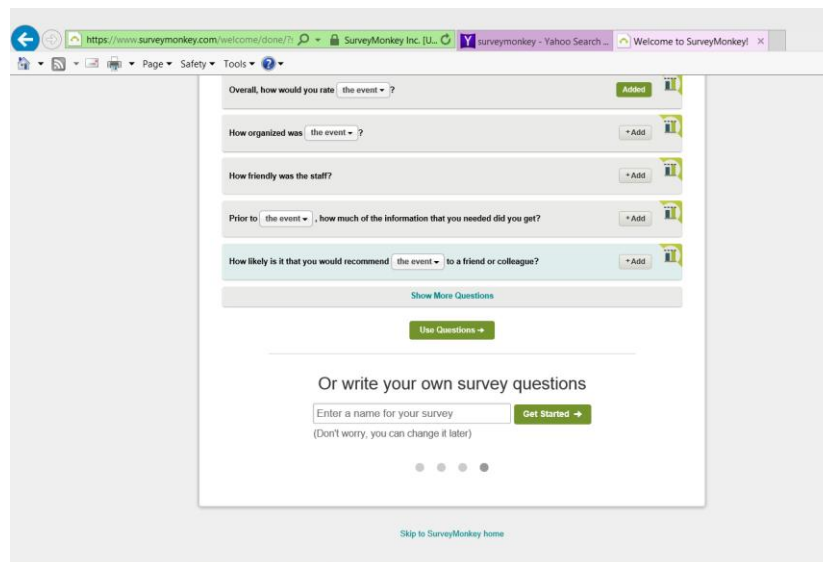


The screenshot shows the SurveyMonkey website's welcome page, now at the second step of the survey creation process. The navigation bar remains the same. Below the navigation bar, a green cross icon is displayed above the text "We'd love to help you out". Underneath, it says "We make it quick and easy to create surveys and get answers." The main content area features a white box with the question "So, who will be taking your survey?". Below this question are eight radio button options arranged in two columns: "Event attendees", "Consumers in my target market", "Students, parents, or faculty", "Family and friends", "Coworkers or employees", "My customers", "Patients or healthcare workers", and "Someone else". A yellow "Continue →" button is positioned below the options. At the bottom of the white box, there are four small grey circles, with the second one filled, indicating the current step in a four-step process. Below the white box, there is a link that says "Skip to SurveyMonkey home".

For this exercise, select the *Consumers in my target market* button and Click **continue**



For this exercise, ignore this item. Click the **“Skip to add questions”** link to add your questions.



For this exercise, you will write your own questions. Therefore, give the survey a title and Click the **Get Started** button. You can change survey name at before you launch it. Just for the fun of it, use **“Zonta Satisfaction Survey”**

## Designing the Survey

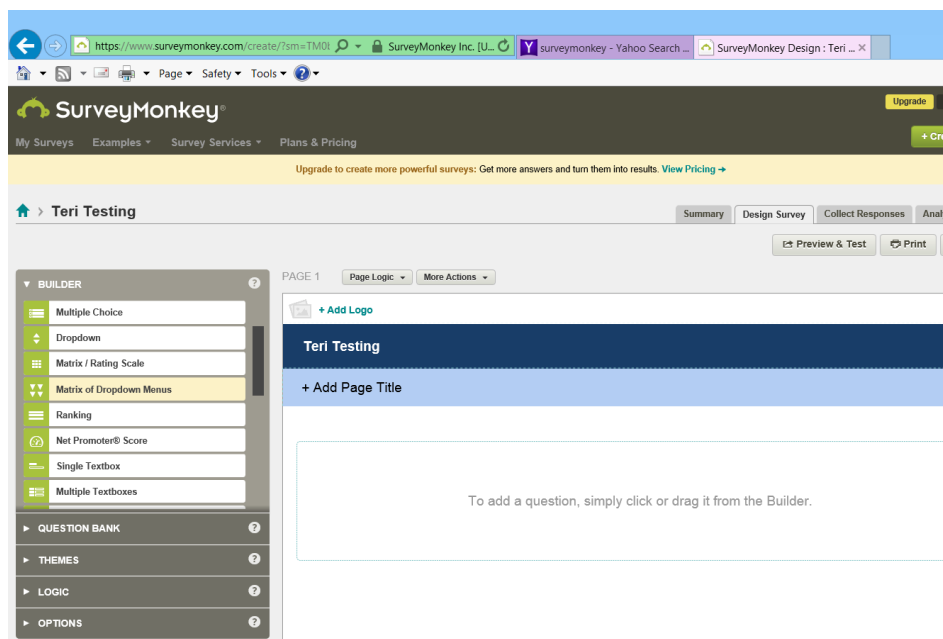
- The free survey allows 10 questions and allows you to collect up to 100 responses.
- The exercise will use the following options: matrix; single textbox; multiple textbox; and dropdown box. Select the appropriate question/response format from the **Builder** listing (left side of the screen)
- Select the **Edit** button to modify your information.
- **Save** your information often
- After you develop each question, select the **Preview & Test** option (top of the survey) to check your work.
- If you leave the survey and want to continue at some point, return to the application; select the **My Surveys** option at the top of the page; and select the appropriate survey and choose the “**Design Survey, Collect Responses or Analyze Results**” tab, as appropriate.

**Add Logo**- Logo not available for *Free* survey

+ **Add Page Title**- Provide relevant information-

For the exercise --- **Your Feedback is Requested** (*Italics; Bold*)

Please indicate your answers by selecting your choice or providing your comment for each question



## Developing the Survey Questions and Response Options

### Club Satisfaction Survey

What level of activity should your club devote to the following activities? - Select one item from each row.

YWPA or HS Scholarships	Less	More	Just Right	NA
Advocacy Projects				
JM Klausman or Undergrad/Grad Scholarships				

Other- Please specify

**Reasons I Joined and Reasons I Stay – Check all that apply**

Zonta International Mission	Reasons I Joined	Reasons I Stay
Local Club projects		
Social and Networking Activities		

Other – Please Specify

**Provide comments based on YOUR experiences – 50 characters or less**

What are the strengths of your club	
What would you like to change about your club?	

**Indicate challenges YOU experience with maintaining club membership. Select one item from each row**

Job/Work Responsibilities	None	Some	A Lot
Family commitment/responsibilities			
Meeting Location			
Cost of Dues			
Cost of Luncheon/Dinner			
Cost of Club Assessments			
Cost to attend Club Area, District or International Meetings			

**Indicate the year you first joined a Zonta International club**

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**Indicate your age range**

- <40; 41-55; 56-65; >65

**How technology savvy are you? What ways can we communicate with you?- Select one item from each row**

Website	Proficient	A Little	None
Mobile Phone			
Facebook			
email			

**What club activities have you participated in this biennium? Select all that apply.**

- Membership
- Service
- Advocacy
- Fundraising
- Other (please specify)

**How many club members would you like to have in the club?**

- By the end of this fiscal year, May 31, 2016
- By May 31, 2017



## Select the Question/Answer format from the Builder

### Item 1

For **item 1**, select the icon to the left of "Matrix/Rating Scale" and type the question in the **Q1** box.

Select the "**Add Answers in Bulk**" button

List the row choices- each answer choice on a separate line and **Save**

Define the column choices; check the box to add an "Other" option for comments and **Save**

Click **Done** to view the survey in progress.

Note the extra column at the far right. To edit an item, hover near **Question 1** and select the **Edit** button.

Click the **red X** to delete the last column and **Save**.

**Note:** To add a selection option, click the **green +**

To delete a selection option, click the **red x**

Click **Done** to view the survey in progress.

### Item 2

For **item 2**, select the icon to the left of "Matrix/Rating Scale" and type the question in the **Q2** box.

Select the "**Add Answers in Bulk**" button

List the row choices- each answer choice on a separate line and **Save**

Check the box to allow multiple responses per row

Define the column choices; check the box to add an "Other" option for comments and **Save**

Select the **red X** to delete the unnecessary columns and **Save**

### Item 3

For item 3, select the icon to the left of "Multiple Textboxes" and type the question in the **Q3** box. Underline comments; use all CAPS for the word YOUR

List the two questions on the *Label 1* and *Label 2* lines and **Save**

### Item 4

For **item 4**, select the icon to the left of "Matrix/Rating Scale" and type the question in the **Q4** box.

Select the "**Add Answers in Bulk**" button

List the row choices- each answer choice on a separate line; delete any unnecessary column choices and **Save**

Define the column choices; check the box to add an "Other" option for comments and **Save**

### Item 5

For **item 5**, select the icon to the left of the "Single Textbox" and type the question in the **Q5** box and **Save**.

### Item 6

For **item 6**, select the icon to the left of "Dropdown" and type the question in the **Q6** box.

Select the "**Add Answers in Bulk**" button

List the row choices- each answer choice on a separate line; delete any unnecessary column choices and **Save**

### Item 7

For **item 7**, select the icon to the left of "Matrix/Rating Scale" and type the question in the **Q7** box.

Select the "**Add Answers in Bulk**" button

List the row choices- each answer choice on a separate line; delete any unnecessary column choices and **Save**

## Item 8

For **item8**, select the icon to the left of "Matrix/Rating Scale" and type the question in the **Q8** box.

Select the "**Add Answers in Bulk**" button

List the row choices- each answer choice on a separate line; delete any unnecessary column choices and **Save**

**Note:** for this item, you need one column (with no label). Delete the unnecessary columns.

## Item 9

For **item9**, select the icon to the left of "Multiple Textboxes" and type the question in the **Q9** box.

Select the "**Add Answers in Bulk**" button

List the row choices- each answer choice on a separate line; check the "only allow Numerical Data" option and **Save**

## Preview Your Survey

Use the **Preview & Test** button to review the questions, response choices, grammar, spelling, and punctuation. Take the survey as many times as necessary to ensure the survey is short, relevant and interesting. Combine questions and responses to canvas all relevant views and opinions, while collecting data to determine choices that have the widest support.

Use the **Next** button to obtain the email link to your survey. You will email the link to the potential respondents.

## Collect Responses

### Create your Email Message

Add the email addresses to your message

Copy and paste or carefully input the email addresses

Provide your email Subject

Include a relevant and interesting email Subject (*Zonta club* values your opinion; Zonta club – Are you attending the meeting? Zonta club –time to select committees, etc.

**Note:** Include the Zonta Club name, the nature of the survey, and the requested time for completion in your subject line.

Provide your email Message

Create an interesting message to invite members to complete the survey; indicate its relevance, importance and desired time for feedback.

Copy and paste the **WEB LINK** from your survey into your message. The responses will go to the **contact email address** (this information is found on your username tab in your profile information).

**Note:** To allow multiple surveys to be taken from the same device, click on the Multiple Responses link (below the Web Link) and select the (allow the survey to be taken more than once from the same device option).

See the sample below.

We're conducting a survey and your input would be appreciated. Please take the survey at your earliest convenience to provide information, options, choices, data, etc.

Click on the link below to start the **Zonta Satisfaction Survey**

### Send your email to the club members

Send your email as usual to the members. Members will take the survey and receive a completion message. The Survey Administrator will receive the responses.

**Note:** When testing the message, you must send it to your personal email address. When you need to test it again, you must delete the previous collected item, send another email message, take the survey again and return to **Analyze the Results**. It is best to just leave the bad information in the collected data and ignore it later when you analyze the results.

### Analyze Results

The Survey Administrator can view the responses as they are submitted by the respondents.

When the number of respondents (provided at the top of the module) is low, poor communication exists.

Review the Question Summaries and Individual Responses as appropriate. When the results of individual questions are important, the Individual Responses tab allows the administration to review each response.

Select the individual tab to review each response; use the Respondent# tab to review each individual response.

### Developing Future Skills and Competencies

There are a number of Survey applications available and they all work in a similar manner. Many survey products provide limited use of features and formats and encourage users to upgrade, for a fee, to use other questions and data collection options. With some additional time and patience, you can use the free resources to develop the surveys essential for communication with club members.

**Note:**

If members have smart phones and don't mind receiving text messages, the use of a quick text message may also be useful for communicating with the busy club members who will see and respond to your message.

## Good Luck with your Surveys!