**Survey launch email**

**When**: First day of the survey

**From**: Company survey team

**To**: All employees eligible to take the survey

**Subject**: You’re invited to take our employee survey!

Dear {In Qualtrics, insert piped text with the employee’s first name},

You are invited to take our employee survey.  We want to hear your views on what makes this company a great place to work, and what your suggestions are for what we could do better.

This email contains your access link to the survey, so please don’t delete it in case you need it at a later stage.   Responses are completely confidential:  data will never be shown for less than [confidentiality threshold] responses.

${l://EmployeeEngagementLink?d=Click here} to give us your views.

The survey will close on [survey close date] and should only take you around 15 minutes to complete.  You can take it on any computer or mobile device with an internet connection.

Thank you in advance for taking the time,

Your survey feedback team

**First reminder email**

**When**: 7 days after survey launch

**From**: Company survey team

**To**: All employees who haven’t completed the survey

**Subject**: Don’t forget to have your say!

Dear {In Qualtrics, insert piped text with the employee’s first name},

Don’t forget to participate in our employee survey! It closes on [survey close date] and we want to capture everyone’s views on what makes this company a great place to work, and what your suggestions are for what we could do better.

Your access link to the survey is ${l://EmployeeEngagementLink?d=here} and it should take you just 15 minutes to complete.

If you have any questions, please contact your survey team on [contact details].

Thank you!

Your survey team

**Final reminder email**

**When**: The day before survey close

**From**: Company survey team

**To**: All employees who haven’t completed the survey

**Subject**: Last Chance – don’t forget to have your say!

Tomorrow’s your last chance to take our employee survey! It should take just 15 minutes – don’t miss your opportunity to have your say.

Your access to the survey is below. If you have any questions, please contact your survey team on [contact details].

Your link to take the survey is here: ${l://EmployeeEngagementLink}

Thank you!

Your survey team