

# Sample Email Message Announcing Survey

Hello...

We have decided to examine the family-related needs of our employees to better understand how these impact work, and how work impacts meeting those needs. We hope this feedback will help us explore opportunities to amend or enhance some of our benefits and practices to better support our employees. There are no predetermined outcomes for the survey, and we must also examine our own needs and capabilities as a business. However, understanding employee needs is a vital first step.

The survey we are asking you to take will help us understand what YOUR needs are, and what might help you meet them. The **responses are completely anonymous** and they will come back to me. All answers, including ones to open-ended questions, will be aggregated and summarized. After the survey is completed, we will help organize focus groups to get even more specific information from employees who choose to participate. The findings from the survey and focus groups will then be summarized and shared with members of the senior leadership team. Again, all individual responses and comments will be kept confidential.

**You'll be able to take the survey through [DATE].** To participate in the survey, simply follow the link below. It can be completed on a computer, cellphone, or tablet. If you do not have easy access to one of these devices, please speak to **[CONTACT NAME]** in Human Resources so they can assist you. If you have any questions about the survey itself, please feel free to contact me.

Looking forward to hearing from many of you!

