Employee survey invitation email

Send the invitation on the morning the survey opens, ideally Tuesday to Thursday, with a short heads-up from leadership a few days before. Plan two reminders: one at the midpoint and one 48 hours before it closes.

ANNUAL ENGAGEMENT SURVEY

Subject: Our [Year] employee survey is open: 12 minutes, closes [Close Date]

Hi [First Name],

Our annual employee survey is open from today until [Close Date]. It takes about [Number] minutes and covers your work, your team, your manager and how we run the company.

Take the survey: [Survey Link]

A few things you should know:

- Your answers are [anonymous / confidential]. [Survey Provider] runs the survey, and we only see results for groups of [Minimum Group Size] or more people. Nobody at [Company] can see an individual response.
- You can complete it during work time. Managers know to make room for it.
- Last year you told us [Top Issue From Last Survey]. Since then we have [Concrete Change]. This survey tells us whether that worked and what to fix next.

We will share the company-wide results by [Results Date], and each team will discuss its own results with its manager.

Thank you for being honest with us.

[Leader Name]
[Title], [Company]

SHORT PULSE SURVEY

Subject: 5 questions, 3 minutes: how is [Topic] going?

Hi [First Name],

We're running a quick pulse survey on [Topic]. It's 5 questions and takes about 3 minutes.

[Survey Link]

Responses are anonymous and the survey closes on [Close Date]. We'll share what we heard and what we're changing in [Channel] by [Results Date].

Thanks,

[Your Name]
[Title], [Company]

REMINDER BEFORE CLOSE

Subject: Last chance: employee survey closes [Close Day]

Hi [First Name],

The employee survey closes at [Close Time] on [Close Day]. So far [Response Rate]% of the company has responded, and your [Team / Site] is at [Team Rate]%.

If you haven't had a chance yet, it takes about [Number] minutes: [Survey Link]

If you've already completed it, thank you, and please ignore this note. Because the survey is anonymous, we can't tell who has responded, so everyone gets this reminder.

[Your Name]
[Title], [Company]

FRONTLINE AND SHIFT TEAMS

Subject: Your voice, on paid time: take the [Site] survey by [Close Date]

Hi [First Name],

We want to hear from everyone at [Site], including nights and weekends. The survey takes about [Number] minutes and you can do it on your phone, on the break-room tablet or on a shift-start huddle.

Scan the QR code on the break-room board or use this link: [Survey Link]

- Time spent on the survey is paid. Do it on shift, not on your break.
- It's available in [Languages].
- Your supervisor can't see your answers.

Results will be posted at [Site] by [Results Date].

[Site Leader Name]
[Title], [Company]

SUBJECT LINE IDEAS

• Our [Year] employee survey is open

• 12 minutes to tell us what to fix

• How are we doing? Employee survey closes [Close Date]

• Quick pulse check: 5 questions on [Topic]

- You told us [Top Issue]. Here's what changed, and a new survey
- Reminder: survey closes [Close Day]
- Anonymous survey for the [Site] team

SMS / WHATSAPP VERSION

Hi [First Name], the [Company] employee survey is open until [Close Date]. It takes about [Number] min, is anonymous, and counts as paid time. Take it here: [Survey Link]. Reply STOP to opt out.

Placeholders to replace: [First Name], [Year], [Close Date], [Close Day], [Close Time], [Number], [Survey Link], [Survey Provider], [Minimum Group Size], [Top Issue From Last Survey], [Concrete Change], [Results Date], [Topic], [Channel], [Response Rate], [Team / Site], [Team Rate], [Site], [Languages], [Leader Name], [Your Name], [Title], [Company]