

**Pre-Survey Communication Template**

Before we start our franchisee survey, we ask franchisors to notify franchisees. We find this results in better overall participation, and also conveys a good message about the corporate office - that you care enough about franchisees to ask them what they think on an annual third-party survey.

Below is a sample email to use as you personalize your own message. Some of the key points to make are:

1. It's important for everyone to participate and share their honest feedback and ideas.
2. ​We hope franchisees feel comfortable identifying themselves, but​ you have the option of completing it anonymously.  Our main priority is getting your input.
3. The results will help grow a stronger franchise system for everyone and guide our corporate priorities over the coming year.
4. The survey only takes about 10 – 15 minutes to complete.
5. Please respond within a 10-day window. The sooner we get your feedback, the sooner we can start using it!

**Sample Communication**:

***WE WANT TO KNOW WHAT YOU THINK!***

*[Insert brand name] values your opinion. You will receive a survey from****Franchise Business Review (FBR), ​****an independent research company, asking for feedback on how well we’re serving our franchisees. This is your opportunity to share with us what we’re doing well and what we could be doing better. It is important to us that everyone is included, and we are looking for honest and constructive feedback that will help further the success of our franchise system.*

***WHAT TO EXPECT FROM FBR:***

* A **10-15-minute** online survey. Your answers will be saved in real time, so you may pause and go back to the survey as needed.
* ​Invitation from [survey@franchisebusinessreview.com](mailto:survey@franchisebusinessreview.com) (please check your spam folder).
* You will receive reminders via email until the survey closes or it has been completed.
* Your survey is ANONYMOUS unless you choose to share your contact information at the end of the survey.  FBR will not share your contact information or reveal who has or hasn’t taken the survey at any time.

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We are asking you complete the survey by **[INSERT DEADLINE DATE – 10 DAYS FROM LAUNCH]**. Please let me know if you have any questions and thank you for participating!