

**Survey launch: Staff Communication Template**

We’re so glad you’re participating in our research—surveying your franchisees is one of the best ways to quantify the health of your franchise system.

In addition to notifying franchisees about the survey, we highly recommend that you also send a communication to all corporate staff to ensure they are aware of the survey, the goals and objectives, and what kinds of questions to expect from franchisees.

You’ll want to include these key points in your communication, or feel free to use the sample template communication we’ve provided below:

1. It’s important for all franchisees to participate so that their feedback is represented. The results will guide corporate priorities for the coming year and help build a stronger franchise system.
2. We hope all franchisees feel comfortable sharing their names, but there is an option to complete the survey anonymously. The main priority is getting honest feedback.
3. The survey only takes 10-15 minutes to complete.

**Sample Communication:**

***FRANCHISEE SATISFACTION SURVEY***

*[Insert brand name] will be conducting a survey of our franchisees over the next couple of weeks. They will be receiving a survey from Franchise Business Review, an independent research company, asking them for feedback on how well we’re serving our franchisees.*

*This is an opportunity for us to understand what we’re doing well and what we could be doing better. The data we receive will be invaluable in helping everyone in the organization make improvements and identify priorities for the coming year.*

*If you get questions from franchisees about the survey, here are a few things you should know:*

* *The survey is available online and they should have received an email from survey@franchisebusinessreview.com.*
* *The survey only takes 10-15 minutes to complete.*
* *We hope they feel comfortable sharing their name, but they do have the option of completing the survey anonymously.*
* *The deadline to complete the survey is DATE.*

*Please encourage franchisees to take the survey and provide us with their honest feedback. If you have any questions about the survey, please contact me at (corporate phone number).*

*Franchise Business Review also offers many valuable resources to help you. Visit their online* [*Resource Center*](https://tour.franchisebusinessreview.com/resource-center/)*,* [*read their blog*](file:///Users/aliforeman/Downloads/GST_Wellness.zip)*, and* [*subscribe to their newsletter*](https://tour.franchisebusinessreview.com/fbr-franchisor-newsletter-signup/)*.*

*Thank you for your assistance.*