



# INDIA CYCLES 4 CHANGE CHALLENGE



# Improve your Survey Outreach

# Four steps to conducting a successful survey

1. Prepare the survey form
2. Reach out to citizens actively
3. Collect diverse data
4. Keep the momentum going



# 1. Prepare the survey form

- Access the [form](#) prepared by the Challenge team
- **Copy and edit** the form as per your city's requirements.  
**Translate into local languages** as needed.
- Review the survey form and get it ready to be rolled out!

## 2. Reach out to citizens actively

- Generate a **link / QR code** to roll out the survey  
([Click here to generate a QR code to your survey!](#))
- Use **digital outreach** methods
- Optimize **offline modes** of outreach

# 2a. Use digital outreach methods

Share the link on city pages of **Facebook, Twitter**



Send **emails to citizen groups and govt databases**



Source: Audiology India

Send details through **RWA Whatsapp database**



**Contact CSOs to access their database**



## 2a. Edit this template and share with survey link!

- Find the **editable poster** [here](#)
- Edit the poster to **add the city name and logo.**
- **Download** as PNG image
- **Share** with the **survey link**
- Use the hashtag **#IndiaCycles4Change**



## 2b. Optimize offline modes of outreach

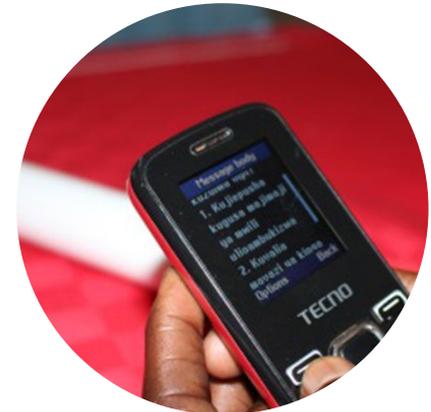
Publish **newspaper article** with link/QR code



Put up posters in **pharmacies, supermarkets, and local stores** with QR code



Send **mass SMS** with link



Source: Leap Health Mobile

# 3. Collect diverse data

Make sure you have entries from:



**All age groups**



**Women**



**Physically  
disabled**



**Economically  
weaker  
sections**



**Across the  
city**

## 4. Keep the **momentum going**

**In order to conduct a successful survey, cities must:**

- Run the survey for **2-3 weeks**
- **Constantly remind citizens** to fill in the survey
- **Nudge regularly** on social media platforms and other networks
- Come up with **innovative incentives!**