



# Online Survey Tools

Putting technology know-how in the hands of Non-Profits

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## INTRODUCTION

Feedback is essential to make important decisions. A well-defined survey forms the basis for valuable feedback. A survey is a way to obtain information about the attitudes, preferences, and behaviors of a group of individuals. Survey results can be used to identify patterns and trends and make changes that increase satisfaction and essentially improve overall individual and organizational effectiveness.

Historically, the quickest and easiest mode of administering a survey was to create the survey, print it out, and mail it to a constituency. Now, in today's technologically advanced world, many individuals and organizations are conducting online surveys to generate feedback about people, ideas, products, and services. Web surveys allow the receipt of information from multiple audiences quickly and effectively. They have proven to be more cost effective, convenient, and accurate than traditional paper-based surveys, and they can reach out to a wider audience as well.

### How can online surveys benefit non-profit organizations?

As all non-profit professionals know, a strong constituency lays the foundation for a successful non-profit organization. To form an interactive community and gain financial support, non-profits must deliver well-designed programs and services that meet and exceed their constituents' expectations.

Feedback is essential for non-profit organizations to maximize satisfaction in the communities that they serve. Non-profits can conduct surveys for program assessments and membership evaluations. They can also use them to update member profiles and learn ways to improve their fundraising techniques. Online surveys enable a multitude of respondents worldwide to express their opinions and participate in the development of new services and programs in the non-profit sector. Thus, online surveys are a way for non-profits to keep their services and communications as timely, efficient, and effective as possible. This is essential for organizations that rely on community support.

### What are online survey tools, and why use them?

Many non-profit organizations have used or designed traditional paper-based surveys in the past. Now many organizations want to create web-based surveys, but are unsure of where to start. People might ask questions like, "Where do I create these online surveys, and how do I get them to appear on a website? Can a service create it for me? What if I want to create it on my own, but I need some assistance with the survey design process?" Online survey tools are the answer.

Online survey tools are available as both self-service and full-service website providers that assist individuals and organizations with their survey project needs. They provide the resources to design survey questionnaires, and they enable you to collect, organize, and analyze survey results all on a single web browser. Respondents complete these surveys over the web, and the tools store the results on their computers. There are a variety of online survey tools available that can guide you along the process to create an effective survey.



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If your non-profit organization is considering going the online survey route, but it does not know where to begin and how to sort through the different options, this report is for you. NPower NY provides non-profit professionals with detailed descriptions and analyses of some of the available online survey tools, and it explains how web-based surveys can enhance development in the non-profit community.

## HOW DO ONLINE SURVEY TOOLS WORK?

Most online survey tools are Application Service Providers (ASP), and they do not require you to download or install software. Application Service Provider is a term used to describe a technology company that develops and delivers software tools over the Internet. They provide the service and technical infrastructure needed to manage your applications and databases on a web interface. In the non-profit community, many Application Service Providers are used for email, credit card processing, website management, membership list management, fundraising, and online surveys.

There are a few online survey tools that are not application service providers. Instead, these tools require you to purchase their software that can be installed and downloaded.

## Do I need to have strong technical skills to use online survey tools?

Individuals with minimal or no technical abilities can use online survey tools. While each tool offers different features to guide you along the survey design process such as wizards, intuitive user interfaces, and tutorials, most tools are simple enough to be followed by novice survey creators.

Getting started is easy. You set up an account with each tool, and you can access your surveys with a unique username and password. Depending on the tool, you have the option to choose the types of questions and survey layouts. You follow the instructions provided and use other features such as wizards, tutorials, and guides to design survey questions and invite respondents via email. When you are ready to launch a survey, online tools allow you to place them on a new web page or place them as a link on organization's website. Participants complete surveys directly on the Internet, and the tools automatically collect and tally up the responses. Many tools enable you to view results online in "real-time" as they are being collected, and they also organize the survey data into different graphs and charts. Some tools even prepare reports for you. If you need further assistance, most online survey tools offer email and telephone technical support.



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## HOW TO USE THIS REPORT

In this report, we present eight different online survey tools. We specifically chose these eight from a selection of over 30 available survey tools because we feel that these tools offer the most in terms of services and features, and they cater best to the needs of the non-profit community. We recommend that you use the following list of features, as a basis of criteria to evaluate which tool will best suit your survey needs. While you should evaluate the specific features of each tool, we suggest that you also examine each tool in its entirety to ensure greater success when making your selection.

- **Can multiple users within the same organization share one account?** People working in different departments of the same organization might want to create multiple surveys and use one account for everyone. Many tools allow multiple users to share one account, but they only provide one username and password for each account. Thus, everyone can access one another's survey information. To ensure privacy, users might want to have individual passwords or set permissions to access the account. Having multiple passwords for one account is important for those users within the same organization who are seeking to create multiple surveys with restricted access to certain survey information.
- **Special features** are the qualities and services that are unique for a particular survey tool or are only shared among a few tools. Special features are those qualities that can be used to differentiate among the tools.
- **Price** refers to how much using the survey tool costs. Pricing options vary among survey tools. Some offer weekly, monthly, quarterly, or annual subscriptions, while others require you to pay by the number of surveys you create or by the number of people who respond.
- **Users** are the different types of individuals, constituents, or for-profit and non-profit organizations who utilize the tool.
- **The number of surveys** is the maximum number of surveys you can create using the tool. The limit is contingent upon the number that your payment plan allows.
- **The number of questions** is the number of questions you can ask in each survey that you create. The limit is contingent upon the constraints of your payment plan.
- **The number of responses** is the maximum number of people who are allowed to answer each survey that you create. This limit is also contingent upon the constraints of your payment plan.
- **Storage** refers to how long your survey data is kept in the survey company's system and is available to access.
- **Customization** refers to the ability to select your own layouts, fonts, colors, and question types, and the option to personalize email invitations and greetings to each respondent.
- **Software Required** refers to the need to download or install software. Because most online survey tools are Application Service Providers, they do not require software. Both survey design and tabulation can be conducted on a single web interface, without the need for additional software.



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- **Graphing and Exporting Capabilities** refers to the organization and presentation of survey results in different graphs and charts. Exporting means the ability to download survey data into different programs such as Microsoft Excel and Access for easier readability, analysis, and use in reports.
- **“User-Friendly”** refers to the ease of use and understanding of the survey tools. Wizards, detailed instruction guides, tutorials, website tours, and “point and click” interfaces enhance the “user-friendliness” of the different tools.
- **Password Protection** means that a unique login ID and password is required to access a survey that you have completed or are in the process of creating on the web browser. A password is also required for respondents to access surveys that they complete online. This feature is important because many people are skeptical about using the Internet due to lack of privacy and security. Requiring different passwords to access survey information alleviates both the survey designers and respondents’ trepidations of submitting information online.

## RECOMMENDATIONS

When writing this report, we considered the needs, resources, and budget constraints of the non-profit community. Please understand that while large businesses and corporations utilize many of the tools mentioned, these tools are versatile, and they also cater to the needs of the non-profit sector.

Although each survey tool that we describe has its unique qualities and might be more cost-effective or user-friendly than another tool, many survey tools provide the same services and share similar features. This can make it difficult to differentiate among the tools to decide which one to use.

### So how do you decide which survey tool will work best for you?

In order to facilitate your decision, we recommend that you carefully review the different websites of each survey tool in addition to the descriptions and analyses that we have provided. Please understand that the eight tools have been listed alphabetically and are **not in** any preferential order. We are not suggesting that one survey tool is necessarily better than another or is specifically designed for a small or large non-profit organization. There is no “perfect” online survey tool. A particular tool might just be more or less appropriate for your survey needs. We do provide some insight on using certain tools for different purposes, and we highlight the special features of each tool. However, we stress that you **do not** make a decision until you **carefully evaluate your own organization’s needs and budget constraints** and decide which features about each tool are most important to you. Also, it is important to keep in mind that report is intended to serve as a guide, and we recommend that you conduct your own additional research if necessary. We hope that our report helps you find the survey tool that works best for you. Good luck in your search!



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## SURVEY TOOLS

### Survey Tool #1- CREATE SURVEY ([www.createsurvey.com](http://www.createsurvey.com))

**Create Survey** is a free web service used to build simple survey questionnaires. It currently has 10,000 users including individuals, schools, medical facilities, businesses, and organizations.

#### Why use Create Survey?

Create Survey is used mostly for polls, and marketing and psychology surveys. It is also used for customer and employee feedback questionnaires. You might consider this tool if you want to create a basic questionnaire or a poll easily and quickly for free **without** additional features such as templates and flash movies. This tool is **not** recommended for complex survey projects. We recommend that non-profits with little funding utilize Create Survey because it is a free service.

#### Can multiple users within the same organization share one account?

There is no special designed multiple user environment. Multiple users can share one account, but everyone will need to use the same login ID and password and have permission to modify the account's data. Therefore, this tool would not be recommended for organizations seeking to create multiple surveys under one account and restrict their access. If you want to maximize privacy and you do not want to share survey information with different people in your organization, you should set up separate accounts for multiple users working on different projects. This eliminates two people within the same organization trying to edit a survey simultaneously. If you want to create multiple surveys under the same account, you should create a naming convention to keep them separate.

#### Special Features

- FREE
- An easy-to-use web interface. All you have to do is create the questions.
- Unlimited number of surveys and questions



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## Other Features

<b>Price</b>	FREE, but option to pay \$5 to remove the "Create Survey" advertising banner that appears at the top of each survey.
<b>Users</b>	Universities, medical facilities, businesses, and organizations
<b>Number of Surveys</b>	Unlimited
<b>Number of Questions</b>	Unlimited
<b>Number of Responses</b>	Unlimited
<b>Storage</b>	Survey responses are kept in database until 6 months of inactivity.
<b>Customization</b>	YES, you can choose your survey layout and questions.
<b>Software Required?</b>	NO
<b>Graphing and Exporting Capabilities</b>	Pictorial Representations of Data Data can be exported to be processed with Microsoft Excel
<b>User Friendly?</b>	A point and click user interface with instructions for every step and a legend which explains each instruction icon

## Contact Information:

**URL:** <http://www.createsurvey.com>

**EMAIL:** [support@createsurvey.com](mailto:support@createsurvey.com)



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## Survey Tool #2 – CUSTOM WEB SURVEYS ([www.customwebsurveys.com](http://www.customwebsurveys.com))

**Custom Web Surveys** enables businesses and organizations that do not have the resources available to develop their own in-house survey software to design simple and complex surveys on their own within 5-10 minutes. It serves academic institutions, non-profits, and small to mid-sized companies.

### Why use Custom Web Surveys?

You can use this tool to create surveys for website and service evaluation, public opinion polls, constituent demographics, and customer and employee feedback. You might consider using Custom Web Surveys to create both simple and detailed surveys that seek anywhere from a couple of hundred to a couple of thousand responses. Also, discounts are provided for more than 10 accounts, so Custom Web Surveys is useful if you want to purchase many different accounts.

### Can multiple users within the same organization share one account?

There is no special designed multiple user environment. Multiple users can share one account, but everyone will need to use the same login ID and password and have permission to modify the account's data. Therefore, this tool would not be recommended for organizations seeking to create multiple surveys under one account and restrict their access. If you want to maximize privacy and you do not want to share survey information with different people in your organization, you should set up separate accounts for multiple users working on different projects. This eliminates two people within the same organization trying to edit a survey simultaneously. If you want to create multiple surveys under the same account, you should create a naming convention to keep them separate.

### Special Features

- Unlimited number of surveys running simultaneously
- You can pay for a quarterly or annual subscription that covers an unlimited number of surveys.
- Online help provides detailed instructions about each operation within the system
- 10-50% discount for purchases greater than 10 accounts
- For non-profit organizations, use the coupon code "NFPROFIT" to receive 20% off any survey package.



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## Other Features

Custom Web Surveys offers five different subscription options.

	Single Survey	Quarterly	Annual Silver	Annual Gold	Annual Platinum
<b>Price</b>	\$199/survey for 2 months	\$399 for 3 months	\$999 for 1 year	\$1999/year	\$2999/year
<b>Users</b>	Schools, non-profits, small to medium sized public and private companies				
<b>Number of Surveys</b>	One	Unlimited	Unlimited	Unlimited	Unlimited
<b>Number of Questions</b>	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
<b>Number of Responses</b>	1000 \$.50 per additional response over 1000	1000 \$.50 per additional response over 1000	1000 \$.25 per additional response over 1000	5000 \$.25 per additional response over 5000	10,000 \$.25 per additional response over 5000
<b>Storage</b>	Surveys are kept in the system for the entire duration of your subscription.				
<b>Customization</b>	YES, You have a range of presentation, style, and layout options.				
<b>Software Required?</b>	NO				
<b>Graphing and Exporting Capabilities</b>	You can receive survey results in graphical forms, and you can export them into Excel or Access.				
<b>User Friendly?</b>	Intuitive user interface and online help that provides instructions about each operation in the system				

## Contact Information:

**URL:** <http://www.customwebsurveys.com>

**PHONE:** 1-800-999-2734

**EMAIL: (customer service)** [custserv@customwebsurveys.com](mailto:custserv@customwebsurveys.com);

**EMAIL: (technical support)** [support@customwebsurveys.com](mailto:support@customwebsurveys.com)



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## Survey Tool #3 – HOSTED SURVEY: ([www.hostedsurvey.com](http://www.hostedsurvey.com))

**Hosted Survey** is both a self-service and full-service provider of the tools to create, deliver, and analyze online surveys. It serves students, market research analysts, human resources employees, non-profit organizations, and high profile corporate institutions. To view a list of recent clients, check out: <http://www.hostedware.com/OurClients.html>. You can create surveys independently using the tool as a guide, or you can outsource your projects entirely to online professional staff for an extra fee.

### Why use Hosted Survey?

The application can be used for market research, dissertation projects, constituent or membership satisfaction surveys, employee and program feedback surveys, sector research projects, organizational culture surveys, and ongoing projects. You might consider this tool if you want to create a survey with flash movies and survey templates. This tool is also useful if it is important for your organization track respondents and increase response rates because Hosted Survey offers an automated email invitation and tracking system. If you do not feel comfortable with your survey design capabilities, we recommend that you pay an extra fee and allow Hosted Survey's staff to use their expertise in survey research and design to create surveys for you. Also, this tool might fit in well within the budgets of many organizations since 15-25% discounts are offered to non-profits.

### Can multiple users within the same organization share one account?

Multiple users can access one account, but they all share the same login ID and password. Hosted Survey offers an option that allows multiple users from the same company to use different accounts but share the same survey templates. In this scenario, all accounts would be connected to each other, and they would count against the same "package of responses". Each account would have a different login name and password, and this would allow more privacy amongst the various users. This feature costs \$750 to set up plus \$100 per month to host and maintain the customized database. Therefore, we recommend this tool for those organizations that want to create multiple surveys and restrict access.

### Special Features

- Option for flash movies and animation
- Survey templates
- Survey responses do not expire, and they can be used for other surveys.
- Professional staff is skilled in survey research, data collection and management, and they have backgrounds in academic or market research, information technology, and customer service
- A question and answer library where you can store your questions and answers
- Multi-lingual surveys
- A customized database that allows users within the same company who use different accounts to share the same survey templates
- Offers a 15-25% discount for non-profit organizations
- With an account, users can create an unlimited number of surveys with no limit in length
- Automated email invitation and tracking system
- You can remove the "Hosted Survey" name from your survey URL



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## Other Features

You can open an account for free with 30 responses. You pay for additional responses. For more pricing information, check out: <http://www.hostedsurvey.com/Pricing.htm>.

Price	Number of Responses	Rate per Response	Total
	10,000 and +	\$.50	\$5000
	5000-9999	\$.60	\$3000
	2500-4999	\$.75	\$1875
	1000-2499	\$.95	\$950
	500-999	\$1.25	\$625
	300-499	\$1.60	\$480
	100-299	\$3.00	\$300
	50-99	\$5.00	\$250
	<50 responses	\$10.00	\$500
<b>Users</b>	Students, market analysts, non-profits, human resources employees, researchers, and high profile corporate institutions		
<b>Number of Surveys</b>	Unlimited		
<b>Number of Questions</b>	Unlimited		
<b>Number of Responses</b>	Unlimited - Pay by the number of responses.		
<b>Storage</b>	Data is stored indefinitely on Hosted Survey's server.		
<b>Customization</b>	YES, you can create surveys completely from scratch or use pre-formatted templates and reports. You can choose the fonts, colors, styles, layouts, design, and backgrounds. You can add graphics, your organization's logo, and you can personalize survey pages with companies' names and addresses. You can enter detailed instructions at the beginning and end of your survey, and you can personalize your email invitations and Power Point presentations.		
<b>Software Required?</b>	NO		
<b>Graphing and Exporting Capabilities</b>	<ul style="list-style-type: none"> <li>• A variety of graphs, diagrams, tables, and reports</li> <li>• PowerPoint Presentations</li> <li>• You can download data and export results into Excel, Access, or other statistical analysis applications.</li> </ul>		
<b>User Friendly?</b>	A step-by-step application and a "click and go" user interface		

## Contact Information:

**URL:** <http://www.hostedsurvey.com>

**PHONE:** (800) 211-6967

**EMAIL:(Customer Service)-** [customerservice@hostedsurvey.com](mailto:customerservice@hostedsurvey.com)

**EMAIL:(non-profit discounts)-** [Rob.Donahue@hostedsurvey.com](mailto:Rob.Donahue@hostedsurvey.com)



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## Survey Tool #4 – INSITEFUL SURVEYS ([www.insitefulsurveys.com](http://www.insitefulsurveys.com))

**Insiteful Surveys** allows you to design online surveys, collect data, and access results all from your web browser. The tool was launched to be a “do-it-yourself” service for individuals and organizations because many customers prefer to create surveys on their own. Individuals, businesses, market researchers, educators, students, and non-profit organizations use Insiteful Surveys.

### Why use Insiteful Surveys?

This tool can be used to conduct constituent, employee, and newsletter satisfaction surveys, market research, graduate studies, or website evaluations. You might consider using this tool if you want to create a survey by yourself, but you need some guidance. Insiteful Surveys can assist you with free consulting services and a Survey Tips guide.

### Can multiple users within the same organization share one account?

There is no special designed multiple user environment. Multiple users can share one account, but everyone will need to use the same login ID and password and have permission to modify the account’s data. Therefore, this tool would not be recommended for organizations seeking to create multiple surveys under one account and restrict their access. If you want to maximize privacy and you do not want to share survey information with different people in your organization, you should set up separate accounts for multiple users working on different projects. This eliminates two people within the same organization trying to edit a survey simultaneously. If you want to create multiple surveys under the same account, you should create a naming convention to keep them separate.

### Special Features

- You can create an unlimited number of surveys
- Free consulting services
- You can send an unlimited number of email invitations
- Easy to follow instruction guide and Survey Tips guide
- You can share survey results with others, while limiting access to certain reports



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## Other Features

Insiteful Surveys offers two types of membership: Basic and Premium.

	Basic	Premium
<b>Price</b>	FREE	\$24.95/month
<b>Users</b>	Individuals, students, and trial users	Business owners, non-profits, marketing/HR managers, Educators, Market researchers
<b>Number of Surveys</b>	Unlimited	Unlimited
<b>Number of Questions</b>	10 questions per survey	30 questions per survey
<b>Number of Responses</b>	50 responses a month	500 responses \$.25 for each additional response over 5000
<b>Customization</b>	YES, both memberships enable you to create surveys from scratch and choose different presentation and layout options.	
<b>Storage</b>	Survey results are kept in the system for one year or however long you are actively using the tool.	
<b>Software Required?</b>	NO	
<b>Graphing and Exporting Capabilities</b>	Different types of graphs You can export results to statistical programs for further analyses.	
<b>User Friendly?</b>	Instruction guide and Survey Tips guide	

## Contact Information:

**URL:** [www.insitefulsurveys.com](http://www.insitefulsurveys.com)

**PHONE:** 877-540-2992

**EMAIL: (customer service)** [customerservice@insitefulsurveys.com](mailto:customerservice@insitefulsurveys.com)

**EMAIL: (tech support)** [support@insitefulsurveys.com](mailto:support@insitefulsurveys.com)



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## Survey Tool #5 – NET REFLECTOR ([www.netreflector.com](http://www.netreflector.com))

**Net Reflector** is both a self-service and full-service provider that uses Instant Survey technology, an online application that provides tools to create, distribute, and present online surveys. You can use Instant Survey to create surveys independently, or you have the option to outsource your project entirely to Net Reflector. Net Reflector's consultants and service team have experience in market research, statistical analysis, project management, and survey implementation. Many different clients use Net Reflector including marketing analysts, product managers, human resource managers, educational administrators, non-profit organizations, and large corporations. To view a list of recent clients, check out: <http://www.netreflector.com/client.shtm>.

### Why use Net Reflector?

Net Reflector can easily be used for constituent profiling and satisfaction surveys, new service research, and manager and program feedback. You might consider this tool if you want to create a survey with advanced features such as multiple languages and video, or have the option to pay for the services of professionals who are experienced in survey design and analysis to create it for you. It is best for detailed and long-term survey projects involving extensive research and a large respondent pool. Net Reflector is quite costly in relation to the other tools mentioned in this report, so we recommend it for non-profits that have more flexible budgets.

### Can multiple users within the same organization share one account?

Multiple users can share one account, but everyone will need to use the same login ID and password. However, to limit all users having complete access to survey information, you can create different groups within the account. You can invite others to join the group and set permissions to limit access to certain survey information. Therefore, we recommend this tool to those organizations that want to create multiple surveys under one account and restrict access by setting permissions.

### Special Features

- Consultants and service team have training and expertise in statistical analysis, project management, and survey implementation
- Option to create interactive surveys with audio and video
- You can use the Email Distribution Engine to distribute surveys no matter their size
- Surveys written in nine different languages with double byte characters for Asian languages
- Share the link to online survey reports with others without them having access to your account

### Other Features

Net Reflector offers three different types of service plans: self-service, full service, and block response. You pay by the number of responses and types of services that you use. Prices range from \$700-\$5000 a year. You can make a single project purchase or you can pay for a license subscription that is valid for an unlimited number of surveys for one year from the date of purchase.



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	Self-Service Single Project Pricing		Full Service		Block Response														
<b>Price</b>	<b>Number of Responses</b>	<b>Price</b>	<b>Number of Responses</b>	<b>Price</b>	Pay by the number of responses and project management services <table border="1"> <thead> <tr> <th>Number of Responses</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>3000</td> <td>\$6000</td> </tr> <tr> <td>5000</td> <td>\$7500</td> </tr> <tr> <td>10,000</td> <td>\$14000</td> </tr> <tr> <td>25,000</td> <td>\$27,500</td> </tr> <tr> <td>50,000</td> <td>\$42,500</td> </tr> <tr> <td>100,000</td> <td>60,000</td> </tr> </tbody> </table> You can buy project management services on a project basis or pay by the hour	Number of Responses	Price	3000	\$6000	5000	\$7500	10,000	\$14000	25,000	\$27,500	50,000	\$42,500	100,000	60,000
	Number of Responses	Price																	
	3000	\$6000																	
	5000	\$7500																	
	10,000	\$14000																	
	25,000	\$27,500																	
	50,000	\$42,500																	
100,000	60,000																		
<100	\$700	< 100	\$1300																
101-250	\$1400	101-250	\$2000																
251-500	\$2100	251-500	\$2700																
501-1000	\$3100	501-1000	\$3700																
1001-2000	\$5100	1001-2000	\$5700																
		You have to pay a \$750 fee for project setup costs, and \$150 per hour for project management.  Data analysis costs \$200 per hour.																	
<b>Users</b>	People who use Instant Survey to create surveys on their own	Customers who want the Client Service Team to create survey projects for them	Both self-service and full- service clients  <ul style="list-style-type: none"> <li>•A yearly license that can be used for an unlimited number of projects</li> <li>•Different groups from same company can share the license</li> </ul>																
<b>Number of Surveys</b>	One survey	Unlimited	Unlimited																
<b>Number of Questions</b>	Unlimited	Unlimited	Unlimited																
<b>Number of Responses</b>	Unlimited	Unlimited	Unlimited.																
<b>Storage</b>	Data is stored indefinitely on the server unless you want it deleted.																		
<b>Customization</b>	YES, you can use templates, or you can create surveys from scratch with wizard formatting tools. You can choose custom themes and layouts, and you can create custom "thank you" pages upon survey completion.																		
<b>Software Required?</b>	NO																		
<b>Graphing and Exporting Capabilities</b>	Custom bar and pie graphs and reports that can be copied to PowerPoint You can export data to Excel for further analysis.																		
<b>User Friendly?</b>	Wizards that help you create and distribute surveys Online Survey Management tools help you manage survey projects																		



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## Contact Information:

**URL:** [www.netreflector.com](http://www.netreflector.com)

**EMAIL:** [info@netreflector.com](mailto:info@netreflector.com) or [sales@netreflector.com](mailto:sales@netreflector.com)

**PHONE:** 877-823-5337

## Survey Tool #6 – SUPER SURVEY ([www.supersurvey.com](http://www.supersurvey.com))

**Super Survey** is a web interface that provides the resources to facilitate both simple questionnaires and large-scale survey projects. A product of Tercent, Inc., Super Survey provides individuals and organizations with the tools to create, distribute, and tabulate surveys quickly and affordably. Major companies, researchers, hospitals, academic institutions, and non-profits use Super Survey.

## Why use Super Survey?

People can use this service to create constituent, membership, student and employee feedback surveys and general market surveys. Non-profits mainly use this tool to conduct membership surveys and surveys which investigate how organizations can improve their fundraising techniques. This tool offers discounts to non-profit organizations.

## Can multiple users within the same organization share one account?

There is no special designed multiple user environment. Multiple users can share one account, but everyone will need to use the same login ID and password and have permission to modify the account's data. Therefore, this tool would not be recommended for organizations seeking to create multiple surveys under one account and restrict their access. If you want to maximize privacy and you do not want to share survey information with different people in your organization, you should set up separate accounts for multiple users working on different projects. This eliminates two people within the same organization trying to edit a survey simultaneously. If you want to create multiple surveys under the same account, you should create a naming convention to keep them separate.

## Special Features

- An optional percent completed diagram that shows respondents how much of their survey they have completed
- Ability to track your respondents and follow up with them
- Automated invitation system for distribution and emailing
- Discounts available to high volume customers and non-profit organizations



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## Other Features

Super Surveys offers two types of membership, Basic and Premium.

	Basic	Premium
<b>Price</b>	FREE	<u>Silver</u> \$149 per week <u>Gold</u> \$199 per week <u>Platinum</u> \$249 per week
<b>Users</b>	Individuals, trial users	Businesses, researchers, schools, and non-profits
<b>Number of Surveys</b>	Unlimited	Unlimited
<b>Number of Questions</b>	The number depends on how large the memory of your computer is.	The number depends on how large the memory of your computer is.
<b>Number of Responses</b>	25 responses	2000 responses per week
<b>Storage</b>	Survey data and results are stored in the system indefinitely.	
<b>Customization</b>	YES, you can choose your fonts, colors, titles, and types of questions. With an account, you complete surveys from scratch. You can also create custom "thank you" pages after survey completion	
<b>Software Required?</b>	NO	
<b>Graphing and Exporting Capabilities</b>	Online and downloadable graphs and tabulations You can download and export data to Excel and other statistics programs for further analysis.	
<b>User Friendly?</b>	Consolidated Survey Manager allows you to edit surveys, view results and reports, and activate surveys	

## Contact Information:

**URL:** [www.supersurvey.com](http://www.supersurvey.com)

**PHONE:** 800-241-0279

**EMAIL: (customer service)** [service@supersurvey.com](mailto:service@supersurvey.com)

**EMAIL: (tech support)** [support@supersurvey.com](mailto:support@supersurvey.com)



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## Survey Tool #7 – SURVEY MONKEY ([www.surveymonkey.com](http://www.surveymonkey.com))

**Survey Monkey** helps you manage the entire survey process from design to collection and analysis. It serves a wide range of clients including individuals, independent consultants, small and large public and private businesses, and non-profits. Survey Monkey currently has 1500 subscribers.

### Why use Survey Monkey?

Non-profit organizations mainly use Survey Monkey for employee, constituent, and member feedback surveys, program assessments, and website evaluations. This tool is highly recommended for program assessments and membership evaluations. We suggest that you use Survey Monkey if you are specifically looking for an intuitive user interface, and it is important for you to have the ability to track respondents and increase response rates. Survey Monkey offers an automated email notification and list management tool for these purposes. A more cost-effective tool, Survey Monkey fits well within the budgets of many non-profits.

### Can multiple users within the same organization share one account?

There is no special designed multiple user environment. Multiple users can share one account, but everyone will need to use the same login ID and password and have permission to modify the account's data. Therefore, this tool would not be recommended for organizations seeking to create multiple surveys under one account and restrict their access. If you want to maximize privacy and you do not want to share survey information with different people in your organization, you should set up separate accounts for multiple users working on different projects. This eliminates two people within the same organization trying to edit a survey simultaneously. If you want to create multiple surveys under the same account, you should create a naming convention to keep them separate.

### Special Features

- Intuitive Survey Editor
- Automated email notification and list management tool to track respondents
- You can create a custom popup invitation for your website to increase response rates
- You can share survey results with others without allowing them to have access to your account
- You can add a logo up to 50K at the top of every survey page



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## Other Features

Survey Monkey has two types of subscriptions, basic and professional.

	Basic Membership	Professional
<b>Price</b>	FREE	\$19.95/month
<b>Users</b>	Individuals and students	Business owners, non-profits, marketing and human resource managers
<b>Number of Surveys</b>	Unlimited	Unlimited
<b>Number of Questions</b>	10	Unlimited
<b>The Number of Responses</b>	100	1000 responses Any additional responses over 1000, \$.05 per response
<b>Storage</b>	Survey Results are held indefinitely.	
<b>Customization</b>	YES, you design surveys from scratch with the option to customize your layout, fonts, colors, and design. You can personally greet respondents before they begin and after they finish completing the surveys. You can also personalize "thank you" page with your company logo.	
<b>Software Required?</b>	NO	
<b>Graphing and Exporting Capabilities</b>	Different graphs and charts You can download survey data onto your computer and export it into Excel for further analysis.	
<b>User Friendly?</b>	A consolidated Survey Manager helps users to edit surveys and view results.	

## Contact Information:

**URL:** [www.surveymonkey.com](http://www.surveymonkey.com)

**EMAIL:** [support@surveymonkey.com](mailto:support@surveymonkey.com)



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## Survey Tool # 8 - ZOOMERANG (<http://www.zoomerang.com>)

**Zoomerang** is a large online survey provider well known for its variety of professional templates. It is a division of Market Tools, a provider of web technology and advisory services to companies who conduct web based market research. 50,000 people have used Zoomerang to conduct online surveys. Typical clients are small-to-mid-sized businesses, non-profit organizations, educators, students, event coordinators, government organizations, healthcare providers and big corporations. Check out the Zoomerang website to view a list of recent clients.

### Why Use Zoomerang?

You can use Zoomerang's applications and templates to create a variety of surveys in areas including constituent satisfaction and demographics, product testing, course instructor evaluations, constituent and meeting feedback, and event planning. We recommend that you use Zoomerang if you need guidance and ideas when creating your survey because Zoomerang offers more than 100 professional business, education, community, and personal survey templates. This tool is also useful if you do not have your own respondent pool to whom you can send your surveys, and you need Zoomerang to provide you with a list of survey participants. It is also one of the more cost-effective tools that should fit well within the budget of many non-profits.

### Can multiple users within the same organization share one account?

There is no special designed multiple user environment. Multiple users can share one account, but everyone will need to use the same login ID and password and have permission to modify the account's data. Therefore, this tool would not be recommended for organizations seeking to create multiple surveys and restrict their access. If you want to maximize privacy and you do not want to share survey information with different people in your organization, you should set up separate accounts for multiple users working on different projects. This eliminates two people within the same organization trying to edit a survey simultaneously. If you want to create multiple surveys under the same account, you should create a naming convention to keep them separate. Zoomerang offers discounts for purchases of more than 20 accounts.

### Special Features

- Over 100 modifiable and professional business, education, community, and personal survey templates and ideas
- You can pre-test questions before survey activation
- You can create your own respondent list or you can choose from Zoomerang's database that has more than 10 million respondents from different geographical areas
- Email address book
- Respondents can earn rewards for completing surveys
- Detailed instruction guide and a step-by-step website tour that explains how to use the tool
- Optional start page with personal greetings to respondents prior to filling out the survey
- A personalized "Thank You" page with your company logo after respondents complete surveys



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## Other Features

Zoomerang offers two type of membership: Basic and zPro

	Basic Membership	Zpro
<b>Price</b>	FREE	\$599/year for 10,000 responses  \$200/year for additional increments of 5000 responses
<b>Users</b>	Individuals/personal use	Business owners, non-profits, marketing/ HR managers
<b>Number of Surveys</b>	Unlimited	Unlimited
<b>Number of Questions</b>	20	30
<b>Number of Responses</b>	50 responses per survey	Unlimited
<b>Storage</b>	Only 10 days after survey launch	Entire subscription period
<b>Customization</b>	NONE, template only	You can use templates or create surveys from scratch with many layout, themes, and design options. You can personalize greetings to respondents who complete surveys.
<b>Software Required?</b>	NO	
<b>Graphing and Exporting Capabilities</b>	Results are presented in graphs and charts and spreadsheet format. You can export data into Excel and presentation software.	
<b>User Friendly?</b>	Detailed instruction guide and a website tour  A "My Surveys" page allows you to view your survey status and invite new participants.	

## Contact Info:

**URL:** <http://www.zoomerang.com>

**EMAIL: (customer service)** [customerservice@zoomerang.com](mailto:customerservice@zoomerang.com)

**EMAIL: (technical support)** [technical@zoomerang.com](mailto:technical@zoomerang.com)



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## SUMMARY OF SURVEY TOOLS

Survey Tool	Templates Provided	Self-Service Provider	Full-Service Provider	Graphing	Exporting	Reports	Technical Support	Password Protection
Create Survey	X	X			X		X	X
Custom Web Surveys		X	X	X	X		X	X
Hosted Survey	X	X		X	X	X	X	X
Insiteful Surveys		X		X	X		X	X
Net Reflector	X	X	X	X	X	X	X	X
Super Survey		X		X	X	X	X	X
Survey Monkey		X		X	X	X	X	X
Zoomerang	X	X		X	X	X	X	X



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## ADDITIONAL RESOURCES

In addition to the tools mentioned, we suggest you look into these other survey tools:

**Advanced Online Surveys-** ([www.advanced-online-surveys.com](http://www.advanced-online-surveys.com)) -Advanced Survey is a self-service provider of survey tools for business, academic, and personal use.

**Cool Surveys-** ([www.coolsurveys.com](http://www.coolsurveys.com)) Cool Surveys is a free web-based service that enables users to design customized online survey questions and answers.

**Custom Insight-** ([www.custominsight.com](http://www.custominsight.com)) Custom Insight is an online survey tool that helps you, gather data, analyze results, and create reports for surveys in areas including club membership, customer and employee satisfaction, and organizational climate.

**Inquisite-** ([www.inquisite.com](http://www.inquisite.com)) Inquisite is an automated survey software system that enables non-technical users to design and manage their own web surveys.

**Nooro-** ([www.nooro.com](http://www.nooro.com)) Nooro is a service that builds web surveys and analyzes results for you within 3 days.

**Question Builder-** ([www.questionbuilder.com](http://www.questionbuilder.com)) Question Builder is a survey tool useful for customer satisfaction, employee feedback, educational research, polls, and market analysis surveys.

**Quick Sense-** ([www.quicksense.com](http://www.quicksense.com)) Quick Sense provides professional survey services for gathering and analyzing the necessary information to make important personal and professional decisions.

**Survey Anywhere-** ([www.surveyanywhere.com](http://www.surveyanywhere.com)) Survey Anywhere is a tool for survey creation and management used mainly for business, school, and government projects.

**Survey Connect-** ([www.surveyconnect.com](http://www.surveyconnect.com)) Survey Connect is a web-based service that uses Survey Select 2.1, a computer-generated employee opinion, customer assessment, and general information survey tool. Companies have used Survey Select to generate product feedback, training and program feedback, and information on membership services.

**Survey Gold –** (<http://surveygold.com>) Survey Gold is windows software that enables you to conduct online surveys and analyze the results.

**Survey Heaven-** ([www.surveyheaven.com](http://www.surveyheaven.com)) Survey Heaven is a free web-based service used mainly for public and private polls.

**Survey Pro-** ([www.surveypro.com](http://www.surveypro.com)) Survey Pro is an online survey tool famous for its templates, wizards, and tutorials.

**Survey Site-** ([www.surveysite.com](http://www.surveysite.com)) Survey Site provides online market research, multi-lingual web-based surveys, Internet panel research, and online focus groups. Companies such as Microsoft, Dell, Canon, Compaq and Panasonic have used Survey Site to conduct their market research projects.



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**Survey Solutions XP Professional-** ([www.perseus.com](http://www.perseus.com)) Survey Solutions is software that enables users to produce web-based, fax, and mail surveys, and personal interview questionnaires. The software is famous for the ability to shift with a single click between word processing, web, email, and paper views of a survey questionnaire.

**Survey Suite-** ([www.surveysuite.com](http://www.surveysuite.com)) Survey Suite is a free service that helps you create online surveys. It should not be used to collect private or sensitive data because it was launched to be a research project and, it is not a supported web product.

**Survey System-** ([www.surveysystem.com](http://www.surveysystem.com)) Survey System is a software package that handles all phases of survey projects, from designing questionnaires, collecting responses, producing tables, graphics, and text reports.

**Survey Tracker-** ([www.surveytracker.com](http://www.surveytracker.com)) Survey Tracker is a software application that allows you to create, distribute, collect, and report on different types of surveys including simple opinion polls, customer satisfaction surveys, job task analysis, product awareness, and supplier evaluations.

**Survey View –** ([www.surveyview.com](http://www.surveyview.com)) Survey View is a survey software and data collection system that helps you collect and analyze data and can be used for many different applications.

**Survey Writer-** ([www.surveywriter.com](http://www.surveywriter.com)) Survey Writer is an online market research application that you can use to create web surveys and analyze data. It is famous for its thorough analyses and detailed reports.

**Survey Z-** ([www.surveyz.com](http://www.surveyz.com)) Survey Z is a service that enables you to create and analyze surveys online. Mainly large academic institutions and corporations use Survey Z.

**Web Surveyor –** ([www.websurveyor.com](http://www.websurveyor.com)) Web Surveyor provides software that enables you to create different types of surveys in the areas of customer support, training and development, and human resources. It also offers provides technical and research consulting services.



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## ARTICLES AND WEBSITES

Below are some articles and websites that we recommend you view for general information about surveys and the use of technology in the non-profit community.

<http://www.compasspoint.org/enonprofit> - On this site, you can download a copy of The eNonprofit: A Guide to ASP's, Internet Services, and Online Software. This book discusses the use of the Internet and Application Service Providers in the non-profit community.

[http://www.plannedlegacy.com/newsletter/paradigm\\_shift.html](http://www.plannedlegacy.com/newsletter/paradigm_shift.html)- This is an article that discusses how technology can enhance communications in the non-profit community.

<http://www.surveymarketplace.com>- This is a comprehensive website about survey creation and use. It provides links to different online survey tools, the names of books about survey design and evaluation, product reviews, research articles, and this site offers tips on ways to create effective surveys. For new survey creators, this is a great place to start your research.

## BOOKS

There are some helpful books about survey design and analyses. All the books that we mention are available on Amazon.com.

### **Building an Online Survey Generation and Administration Tool- By Mark Hughes**

This book discusses how to create an online survey tool. It outlines how to display and edit surveys in the system, how to display the surveys to users, how to process and store the completed surveys, and how you can view the results of a survey. This book has been written for programmers who want to design a tool, but it can be helpful to view if you want to learn how these tools actually work.

### **Designing and Conducting Survey Research: A Comprehensive Guide- By Louis M. Rea and Richard A. Parker**

This book is a step-by-step guide that explains the best ways to conduct surveys and analyze results.

### **Employee Survey Tools Using Customized Feedback Tools to Transform your Organization that Make a Difference: By Joe Folkman**

This book is a comprehensive guide for the most effective ways to use the feedback generated from employee surveys to help make important changes in your organization.

### **50 Tips: How to Design Online Employee Survey Systems- By Sharon Parker, Michael J. Schroeder, and James W. Fairfield-Sonn**

This book provides 50 tips and ideas for designing, developing and administering web-based surveys to generate employee feedback. It also provides tips on using online survey tools, and it explains the benefits of using online technology to conduct employee survey research.

### **How to Conduct Organizational Surveys: A Step by Step Guide- By Jack E. Edwards, Marie D. Thomas, Paul Rosenfeld, and Stephanie Booth-Kewley**

This book is a step-by-step guide that explains the use of surveys in an organization, how to create surveys in terms of content and questions, and how to evaluate and measure results.



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## **How to Conduct Your Own Survey- By Priscilla Salant and Don Dillman**

This book provides instructions about different aspects of conducting your own surveys including types of surveys, costs, and respondent pools.

## **Improving Survey Questions: Designs and Evaluation- By Floyd J Flower Jr.**

This book shows you how to write survey questions more effectively to generate the appropriate feedback and how to evaluate survey data more critically.

## **Mail and Internet Surveys: The Tailored Design Method- By Don Dillman**

This book is a guide for individuals and organizations that want to learn how to create and administer effective web-based surveys.

## **Measuring Customer Satisfaction: Development and Use of Questionnaires-By Bob E. Hayes**

This book is a guide that helps businesses and organizations identify customer expectations and develop questionnaires that measure customer satisfaction and how well their expectations are met. This book also shows readers how to develop questionnaires generate accurate and relevant data.

## **Organizational Surveys: Tools for Assessment and Change- By Allen Kraut**

This book is a useful guide that explains how survey research and results are used in organizations to make effective changes.

## **The Psychology of Survey Responses- By Roger Tourangeau, Lance Rips, and Kenneth Rasinski**

This book explains the behavioral processes and psychological reasoning behind the ways that people answer different types of survey questions.