Email survey kit

Five survey emails you can copy, and how to put answer links in them.

How to use this kit

Swap everything in [square brackets] for your own details, then send the email from your own email or newsletter tool.

An answer link opens your form with that answer already picked. The person still presses Submit to send it, and can change the answer first. Opening the link alone sends nothing.

Build the links with the free answer-link builder (email-survey-answer-links.xlsx). It makes one link per answer, with a source tag so you can tell which email each response came from.

What every survey email says

- Who it's from: your name and your organization, from an address people know.
- Why you're asking: one sentence on what you'll do with the answers.
- How long it takes: be honest, like "one question" or "about three minutes".
- When it closes: a real date. Set the same date as the form's close date.
- The first question or a clear link or button, near the top so it shows without scrolling.
- Who to contact with a question: a reply-to address that a person reads.

How answer links look

The question in this example has the prefill parameter score, and the form has a hidden field named source. Each link adds the answer and the source to the form link:

Answer	Answer link
0	https://forms.hornetforms.com/f/how-did-we-do?score=0&source=2027-06-nps-email
1	https://forms.hornetforms.com/f/how-did-we-do?score=1&source=2027-06-nps-email
6	https://forms.hornetforms.com/f/how-did-we-do?score=6&source=2027-06-nps-email
7	https://forms.hornetforms.com/f/how-did-we-do?score=7&source=2027-06-nps-email
9	https://forms.hornetforms.com/f/how-did-we-do?score=9&source=2027-06-nps-email
10	https://forms.hornetforms.com/f/how-did-we-do?score=10&source=2027-06-nps-email

The example form link does not exist. Use the builder to make links for your own form.

The five emails

Email 1. One-question NPS email

Use it for: Asking how likely people are to recommend you, with the 0 to 10 question in the email.

Subject: One quick question from [your company]

Other subject lines: How likely are you to recommend us?; [Name], 30 seconds to tell us how we did

Preview text: Pick a number from 0 to 10. It takes about 30 seconds.

Hi [name],

You've been with [your company] for [time]. We'd love to know one thing: how likely are you to recommend us to a friend or colleague?

Pick a number below. The form opens with your number already picked, so you just press Submit. If you have a minute more, it asks one follow-up question.

[LINKED NUMBERS 0 TO 10]

0 = not likely, 10 = very likely.

We read every answer. The survey closes on [date].

Thanks,

[your name], [your role]

Links: Link each number from 0 to 10 to its answer link (Rating links tab, rows for 0 to 10).

Email 2. Quick rating after an order or a visit

Use it for: A 1 to 5 satisfaction rating (CSAT) right after a purchase, an appointment or a support chat.

Subject: How was your [order / visit] on [day]?

Other subject lines: Quick question about your [order / visit]; Did we get it right, [name]?

Preview text: Tap a number from 1 to 5, then press Submit.

Hi [name],

Thanks for [your order / visiting us] on [day]. How happy were you with it?

[LINKED NUMBERS 1 TO 5]

1 = very unhappy, 5 = very happy.

Your pick opens a short form with that rating chosen. Press Submit to send it, or add a comment first. If something went wrong, tell us there and we'll get back to you.

Thanks,

[your name]

Links: Set the builder to lowest 1 and highest 5, with the rating question's prefill parameter (for example rating).

Email 3. Short survey with one button

Use it for: A survey of 3 to 10 questions, for example after an event, a course or a trial.

Subject: [Event name]: 3 minutes to tell us how it went?

Other subject lines: How was [event name]?; Help us plan the next [event]

Preview text: Five short questions. The survey closes on [date].

Hi [name],

Thanks for coming to [event name] on [date]. We're planning the next one and want to get it right.

Could you answer five short questions? It takes about three minutes.

[BUTTON: Take the 3-minute survey]

The survey is open until [date]. We'll share what we change in [month].

Thanks,

[your name]

Links: Link the button (or a plain text link) to the Button link row of the builder. It carries the source tag but picks no answer.

Email 4. One-question email poll

Use it for: Choosing a date, a topic or an option with a group: a team, members, parents or a class.

Subject: Quick vote: [what you're deciding]

Other subject lines: Which [day / topic] works for you?; [Group name]: quick vote on [topic]

Preview text: Pick one option. Voting closes on [date].

Hi [everyone / name],

We're picking [what you're deciding] for [event or month]. Which option works best for you?

[LINKED OPTION 1]

[LINKED OPTION 2]

[LINKED OPTION 3]

Your choice opens the form with it already picked. Press Submit to cast your vote. Voting closes on [date], and we'll share the result by [date].

Thanks,

[your name]

Links: Type the options on the Poll links tab exactly as they read in your form, then link each option to its link.

Email 5. A second note for people who haven't answered

Use it for: Your own follow-up, sent once, a few days before the survey closes.

Subject: Still time to answer: [survey name] closes [day]

Other subject lines: Last few days for [survey name]; Did you see our one-question survey?

Preview text: One question, about 30 seconds. Closes on [date].

Hi [name],

A few days ago we asked [the question]. If you haven't had a chance yet, it's still open until [date].

[THE SAME LINKED NUMBERS, OPTIONS OR BUTTON AS THE FIRST EMAIL]

If you already answered, thank you, and please ignore this note.

Thanks,

[your name]

Links: Use a new source value (for example 2027-06-nps-second) so you can see how many answers each email brought in. Send this note yourself, once, from your own email tool.

More subject lines

- One question about [your company]
- How did we do on [day]?
- [Name], can you spare 30 seconds?
- Help us improve [product / event]
- Your vote: [topic]
- Quick feedback before [date]

Before you send

- Publish the form, then copy the form link from the Share tab into the builder.
- Open every answer link in a browser. The form should open with that answer picked.
- Send a test email to yourself and tap the links on your phone, not only on a computer.
- Submit one test response and check that the source column shows the right value. Delete the test response.
- Set the form's close date to match the date in your email.
- Check the subject line and preview text on a phone screen.

What survey researchers say

AAPOR, Best Practices for Survey Research: "Online surveys may work well when the primary way you contact respondents is via email."

AAPOR, same page: "Keep respondent burden low by keeping questionnaires and individual questions short and limiting the number of difficult, sensitive, or open-ended questions."

Pew Research Center, U.S. Survey Methodology: "If most members in the population of interest have internet access, and email addresses are available for contacting them, the web often provides a convenient and inexpensive way to survey experts or other industry-based populations."

Both pages were read on 28 October 2026: aapor.org/standards-and-ethics/best-practices and pewresearch.org/u-s-survey-methodology.

Timing in this kit, like sending email 5 a few days before the survey closes, is our own suggestion. Change it to fit your audience.