

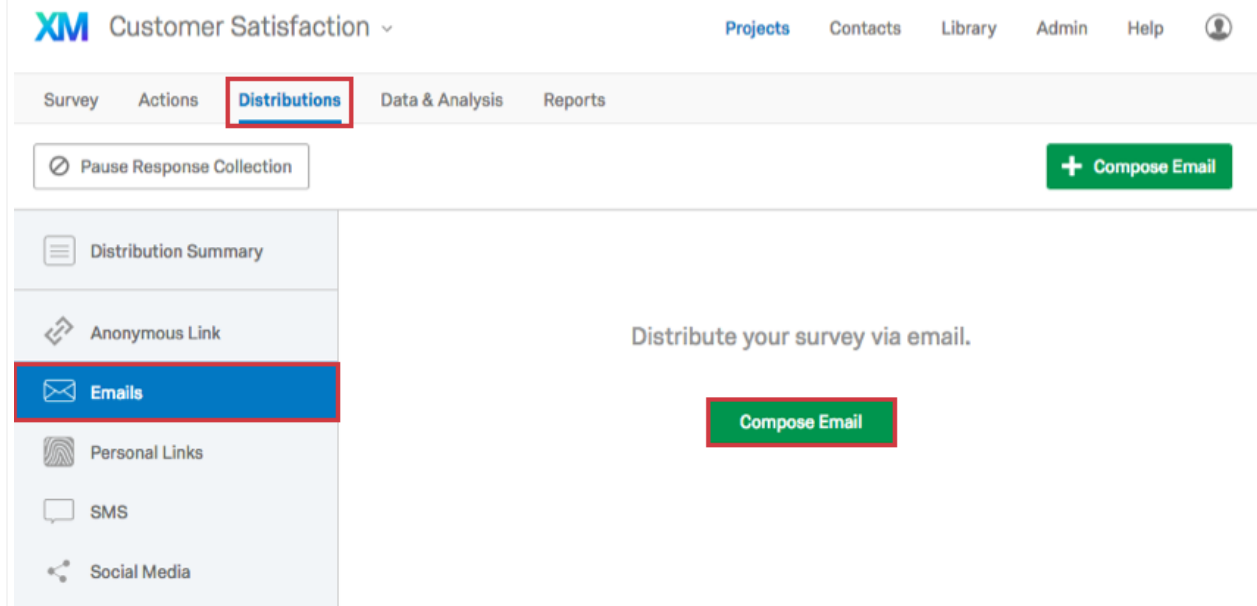
Emailing a Survey/Feedback Form Invitation

When you are ready to send the feedback form to your students, then Qualtrics can be used to mail the invitations to them. While the process can be undertaken well in advance, you will need to stipulate a precise date and time for the feedback form to be distributed.

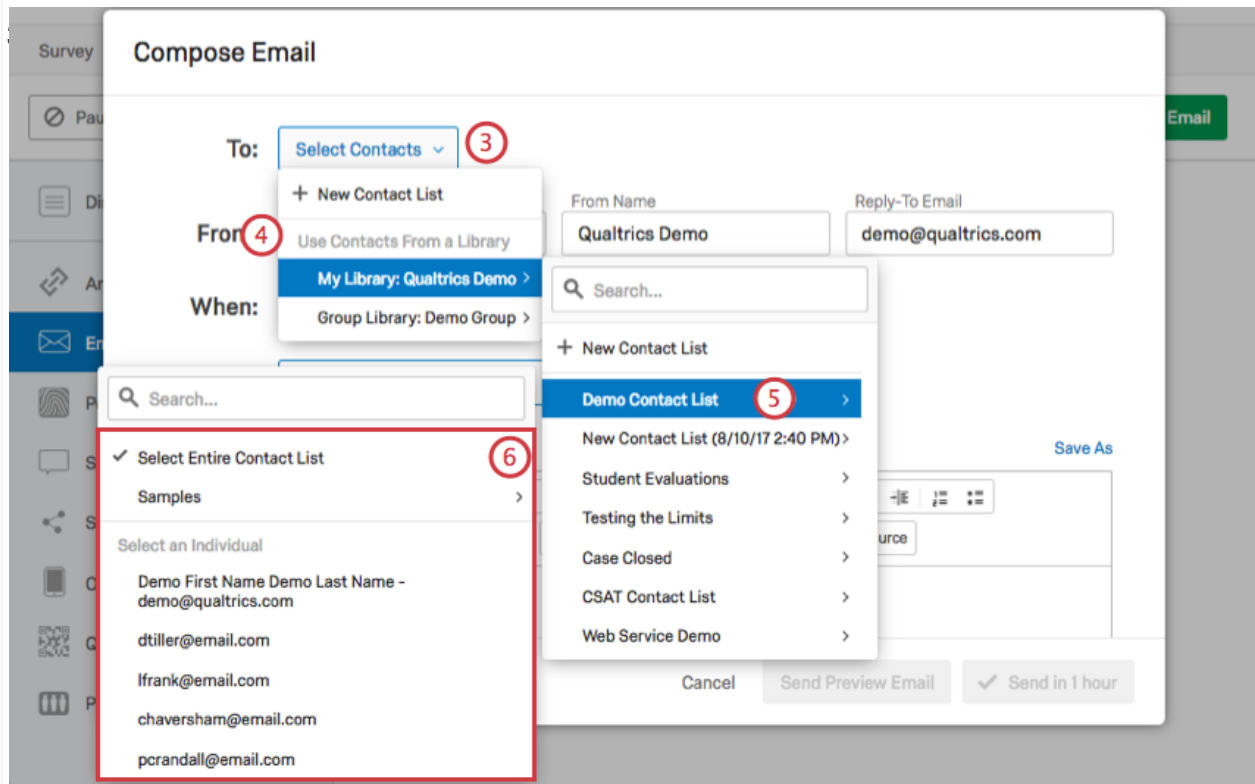
Note: You can test out your email by clicking Preview Email in the email message editor. Be careful to not forward the Preview Email on to your participants as it contains the Preview Survey link instead of the Individual link. Preview Survey links will always be active, regardless of whether or not a survey is closed. Responses completed on a Preview link do not count towards your license total. For more information about these link types, visit the [Preview Survey](#) page.

(Adapted from the Qualtrics help pages: <https://www.qualtrics.com/support/survey-platform/distributions-module/email-distribution/emails-overview/#EmailingASurveyInvitation>)

1. Navigate to the **Distributions** tab.
2. Open the **Emails** section and click **Compose Email**.



The screenshot displays the Qualtrics interface for a survey project. At the top, the 'XM Customer Satisfaction' header is visible, along with navigation links for 'Projects', 'Contacts', 'Library', 'Admin', and 'Help'. Below the header, a navigation bar contains tabs for 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. The 'Distributions' tab is highlighted with a red box. In the top right corner of the interface, there is a green button labeled '+ Compose Email'. On the left side, a sidebar menu lists various distribution methods: 'Distribution Summary', 'Anonymous Link', 'Emails', 'Personal Links', 'SMS', and 'Social Media'. The 'Emails' option is highlighted with a blue background and a red border. The main content area on the right displays the text 'Distribute your survey via email.' and a green button labeled 'Compose Email' with a red border.



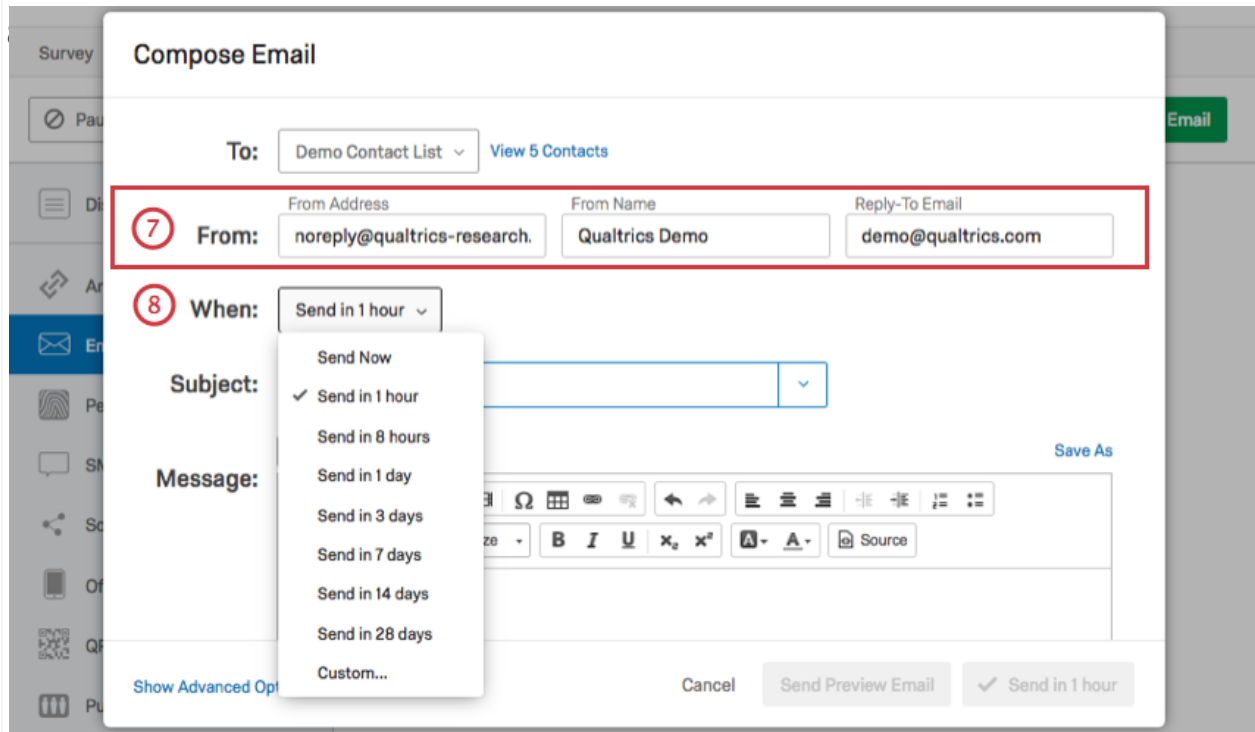
4. Choose the library where your contacts are located.

5. Select the appropriate contact list. This would be the Contact List created for your class.

Note: Alternatively, you can click New Contact List within your chosen library and add individuals manually.

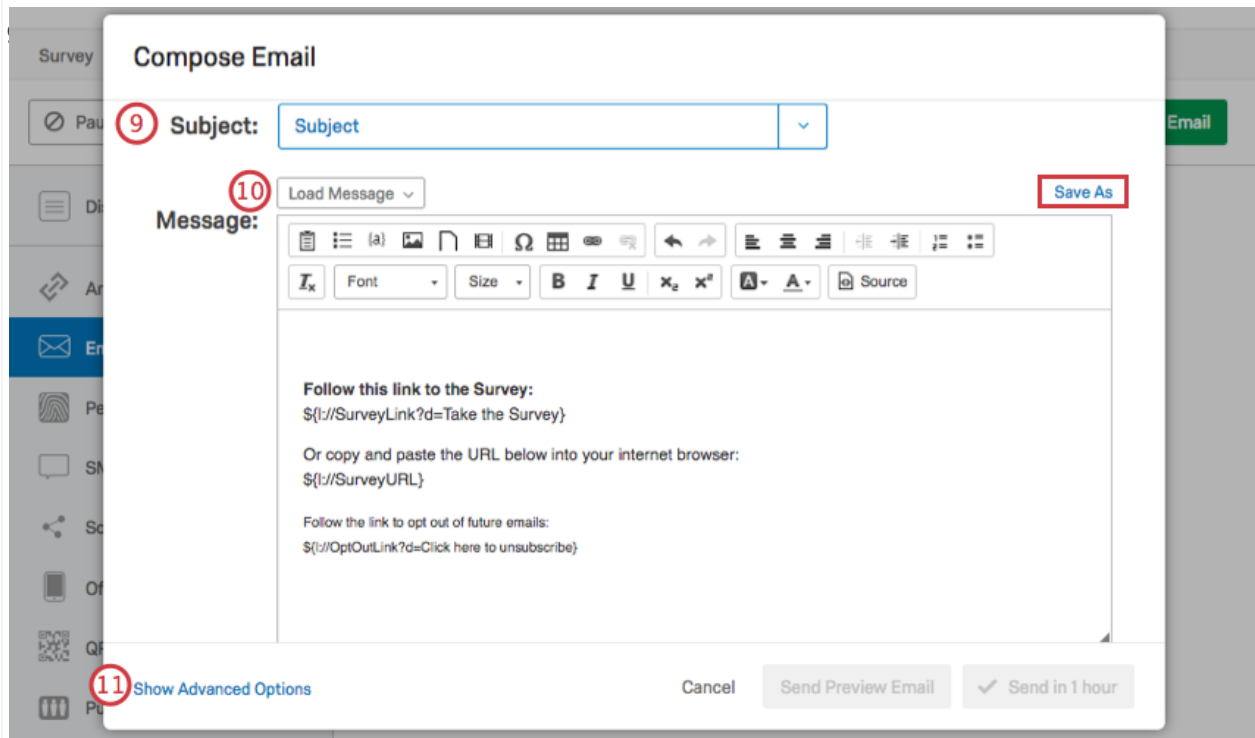
6. Choose whether to send emails to the entire contact list or an individual contact list member.

7. **From Address**, **From Name**, and **Reply-To Email** will be populated by default. You can change the From Name anything you would like, and the Reply-To Email to whatever email address you would like to receive replies respondents write to the email invitation. Use the Instructor name and email address.



8. Schedule the time of your distribution in the **When** dropdown. By default, your email will be sent one hour from when you schedule it, but you can choose from a range of common times or schedule a custom time. The Custom setting will allow for the distribution to go out at some specified time in the future, say after the final grades are submitted.

9. Type in a Subject line. (e.g., PHIL 2540 W2020 Feedback to the Instructor)



10. Type an email invitation message into the [Rich Content Editor](#), or click **Load Message** to insert a previously saved email invitation from your [Messages Library](#) (this is especially useful if you need to translate your Email message since you can do that in your Messages Library). If you have multiple classes for which you are sending the feedback, it is simple enough to construct the body of the email invitation in a word processor and copy and paste it in the editor here.

Note: For simple distributions, leave the default survey link content in the message editor and add your own message above. For a more custom message, see [Customizing Your Email With Piped Text](#). For instance, if you would like to address the student by name in the message, type 'Dear ' and click on the {A} icon in the editor. Now click on the Contacts Field and choose the appropriate field name. Click **Show Advanced Options**.

11. Choose a **Link Type**. This determine whether you can track your response or not. By default, every user gets an individual, trackable link (represented by [Piped](#)

Text in the message). See the [Link Type](#) section below for more information.

The screenshot shows a configuration window for a survey. At the top, there is a text area containing the following content:

```
$(!://SurveyLink?d=Take the Survey)  
  
Or copy and paste the URL below into your internet browser:  
$(!://SurveyURL)  
  
Follow the link to opt out of future emails:  
$(!://OptOutLink?d=Click here to unsubscribe)
```

Below the text area, there are two dropdown menus:

- Link Type:** A dropdown menu with the option "Individual" selected. A red circle with the number "12" is next to it.
- Link Expiration:** A dropdown menu with the option "Expires in 60 Days" selected. A red circle with the number "13" is next to it.

At the bottom of the configuration window, there are several buttons:

- "Hide Advanced Options" (blue text)
- "Cancel" (grey button)
- "Send Preview Email" (green button)
- "Send in 1 hour" (green button with a checkmark icon). A red circle with the number "14" is next to it.

At the very bottom right, there is a radio button labeled "VIEW RESU".

12. Choose a **Link Expiration**.

This can be changed to some specified time. You may wish to keep the link available for a couple weeks, long enough for students to complete the form while memories would be current.

13. Click **Send Preview Email** and stipulate your email address to send the preview. This will allow you to verify the email is as it ought to be. If not, edit the email and preview again. When satisfied click **Send**.