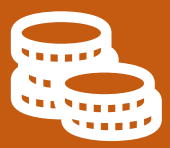


FIND OUT WHY PEOPLE DON'T FILL OUT FOLLOW UP ASSESSMENTS. IS IT A LACK OF TIME, THE LENGTH OF THE SURVEY, LACK OF INTEREST, ETC.?



Integrate refundable loan application fees for completed data

Keep follow-ups short and simple to complete

Make follow-ups mandatory for the completion of the training or service

Keep clients updated on the progress of the program, keep them involved and invested in the success of the program



Make follow-ups more enjoyable by making them interactive and creative



Highlight the achievements of participants who have completed follow-ups in a newsletter, blog, etc.



Utilize loan cohorts for sharing impacts and peer accountability

Offer strategic incentives such as, gift cards, trainings, money, and contests



THINK OF WAYS TO MAKE FOLLOW UPS MORE ENJOYABLE

You can collect data in a variety of fun and creative ways such as online video quizzes, interactive software or PowerPoints, focus groups, etc. Have participants journal during their time in the program. You can have clients submit a photograph of the most successful impact they received from your services.

Encourage them to follow-up because their efforts (completing the follow-up) contribute towards something meaningful/big/better/etc. Make the follow-up an event. Invite previous participants to join together at a celebration/meal/party/etc. At the event you can orchestrate focus groups, interviews, discussions, have them fill out a follow-up survey etc. Think about incentives.

Visit their home, call them on the phone, do **SOMETHING** to make sure that they can't just delete an e-mailed online survey or throw away a mailed survey. Make it more personable. Instead of sending them an online link, ask them if they have a specific time available for a phone call.



FOLLOW-UPS

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THINK OF WAYS TO MAKE FOLLOW-UPS MORE ENJOYABLE



You can collect data in a variety of fun and creative ways such as online video quizzes, interactive software or PowerPoints, focus groups, etc. Have participants journal during their time in the program. They can then submit this journal in at the end of the program. While this may not capture much quantitative data, it may serve as a great source of qualitative data. You can have clients submit a photograph of the most successful impact they received from your services.



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