

Engagement survey invitation email template

Invite employees to an engagement survey with honest answers about confidentiality and what happens next.

Updated October 15, 2026. Written and reviewed by the HRTally Research Team.

When to use this template

Survey participation depends on one thing more than any other: whether employees believe anything happened after the last one. The invitation should say what you changed based on previous feedback, how confidential responses are, how long the survey takes, and when results will be shared.

Be precise about confidentiality. Confidential usually means individual answers are visible to the survey vendor but not to managers, and results are only shown for groups above a minimum size. Anonymous means no one can link answers to a person. Don't promise anonymity if your tool can't deliver it. Our employee engagement guide covers survey design, and engagement software handles group thresholds.

Version 1: Annual survey launch

SUBJECT Your voice matters: [Year] engagement survey

Hi everyone,

Our [Year] engagement survey is open from [Start date] to [End date]. It takes about [Number] minutes: [Survey link].

Last year, you told us [one or two specific issues]. Since then, we have [specific actions taken]. Your feedback led directly to those changes.

How your answers are protected: the survey is run by [Vendor]. Your individual answers are [confidential / anonymous], and managers only see results for groups of [Number] or more people. No one at [Company] will see your individual responses.

What happens next: we will share company results by [Date], and each team will discuss its own results and choose actions by [Date].

Please take the survey during work time. [Hourly employees: this is paid time.]

[CEO or HR leader name]

Version 2: Reminder near the deadline

SUBJECT [Number] days left to share your feedback

Hi everyone,

The engagement survey closes on [Date]. So far, [Percentage] of us have responded. Every response makes the results more accurate for your team.

It takes about [Number] minutes: [Link].

Thank you to everyone who has already taken it.

[HR leader name]

Subject lines to try

- Your voice matters: [Year] engagement survey
- [Number] days left to share your feedback
- We changed [X] because of your feedback. Tell us what's next
- [Number] minutes to shape next year
- Engagement survey closes [Date]

How to personalize it

- Name changes made because of the last survey.
- Explain confidentiality in plain, accurate words.
- Commit to a date for sharing results.
- Give employees time during work to complete it.

Mistakes to avoid

- Promising anonymity your tool can't guarantee.
- Running a survey and then saying nothing about results.
- Survey windows during peak season.
- Managers pressuring individuals to respond.

Legal and compliance notes

Surveys that ask about working conditions are generally fine, but avoid using results to identify or target

employees who raise concerns, which can raise retaliation and NLRA issues. Keep health questions out of engagement surveys unless they are part of a properly designed wellness program. If you survey employees in multiple countries, local privacy laws may apply.

| When to send it

Keep the survey open for two weeks. Send the launch on a Tuesday or Wednesday and reminders after a week and two days before closing. Share results within a month.

| Before you hit send

- Feedback is tied to specific examples and dates, not personality.
- Deadlines avoid peak workload periods and holidays.
- Nonexempt employees can complete the task during paid time.
- HR reviewed anything formal, such as a PIP, for timing and consistency.
- Employees know how their input will be used.

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