

Guidance for adding prize draw information to your Bright Spots survey

N.B. Whilst adding a prize draw can work effectively, it is still possible to get a high response rate to your survey without a financial incentive.

Notes:

- Adding a financial incentive or prize draw can help to motivate children and young people to take part in your survey. It's also a great way to say 'thank you' to them for taking the time to answer.
- Shopping vouchers or raffle tickets can work well as prizes, and local businesses may step up to offer these.
- Tracking entries this way can also help to highlight which children and young people have answered the survey, and who may still need support to answer.
- It's important that any text added to the survey does not undermine the trust of children or young people in regards to the anonymity and confidentiality of the surveys.
- The text needs to make it clear that answers to the survey are anonymous and go to Coram Voice, whilst the name/ contact details for entry into the prize draw goes to the local authority.
- The text needs to be appropriate for the age group. So, for the younger age groups, the text needs to be directed more at the trusted adult than at the child. Reference the 'Top tips for writing for children and young people' document sent to you by Coram Voice.
- Be aware that a message asking children to click on a link to potentially win a prize may look similar to the type of scam messages we would normally be encouraging them not to click on. So, ensure children and young people are aware of the prize draw and that they can expect to find details about it at the end of the survey.

Option 1: Sending a screen shot of the final page to a local authority email address

Template text (Ages 4-7yrs & 8-11yrs)

Thank you for answering this survey.

To thank them for taking part, [LA name] would like to enter children who have answered the survey into a prize draw to win [insert details about prizes]. If they would like to be entered, take a photo or screenshot of the final page of the survey, and send it along with the child's full name and date of birth to [LA email address].

Please let the child know that nobody from their local authority will know who gives what answers to the questions in the survey. Giving the local authority their name for the prize draw is not connected to their survey answers. No-one, except the child and the adult who has supported them, will know how they answered the questions in the survey. Coram Voice will take out any details that can identify the child before writing the report so that no individual child can be identified.

Template text (11-17yrs & care leavers)

Thank you for answering this survey.

To thank you for taking part, [LA name] have a prize draw where you can win one of many great prizes. If you would like to enter the prize draw, take a photo or screenshot of the final page of the survey, and send it along with your full name and date of birth to [LA email address].

Nobody from your local authority will know who gives what answers to the questions in the survey. Giving [LA name] your name for the prize draw is not connected to your survey answers. No-one, except you (and the adult who has supported you, if you have one) will know how you answered the questions in the survey. Coram Voice will take out any details that can identify you before writing the report so that no individual young person can be identified.

Option 2: Linking to a form where children and young people can enter details

Template text (Ages 4-7yrs & 8-11yrs)

Thank you for answering this survey.

To thank them for taking part, [LA name] would like to enter children who have answered the survey into a prize draw to win one of many great prizes. If they would like to be entered into the prize draw, go to the entry form using the link below and enter the child's personal details.

[Link to prize draw entry form]

Please let the child know that nobody from their local authority will know who gives what answers to the questions in the survey. Giving the local authority their name for the prize draw is not connected to their survey answers. No-one, except the child and the adult who has supported them, will know how they answered the questions in the survey.

Template text (11-17yrs & care leavers)

Thank you for answering this survey.

To thank you for taking part, [LA name] would like to enter you into a prize draw to win one of many great prizes. If you would like to be entered into the prize draw, click on the link below to go to the entry form and enter [your personal details].

[Link to prize draw entry form]

Nobody from your local authority will know who gives what answers to the questions in the survey. Giving [LA name] your name for the prize draw is not connected to your survey answers. No-one, except you (and the adult who has supported you, if you have one) will know how you answered the questions in the survey.