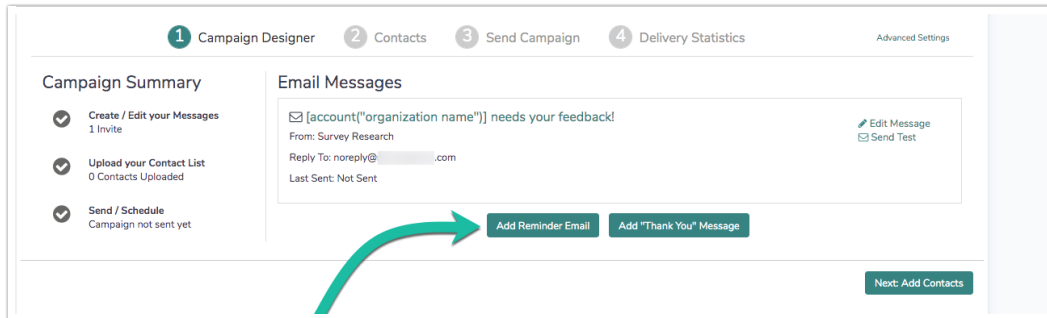


Send a Reminder or Thank You Email

Under the Campaign Designer step of your [Email Campaign](#), below the initial invite, you will have an option to add a reminder or a thank you message.



The set up for Reminders and Thank You messages is the same as the initial invite with one additional feature: *you can choose to schedule (during setup) when these messages are sent.*

To add a reminder or thank you message, click the **Add Reminder Email** or **Add "Thank You" Message** buttons on the Campaign Designer page.

- The reminder message will automatically include the same text as your initial invite and will also include the word *Reminder* at the beginning of the subject line.
- The thank you message will include some placeholder text that you will need to customize as well as *Thank you for your response!* in the subject line.

Reminder Message Schedule Options

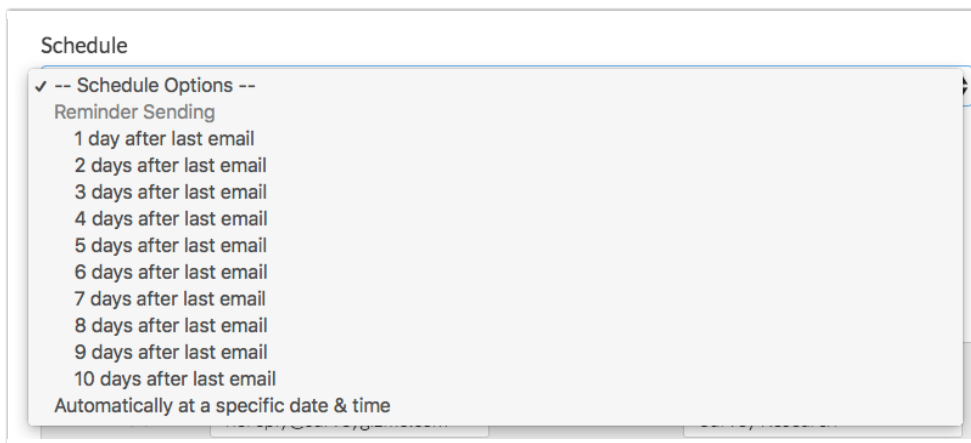
When uploading contacts, pay attention to the scheduling options chosen. If you upload and send an email to a new list of contacts, the reminder message schedule will be determined by when that new email was sent. This is crucial because the reminder schedule is based on the last 'send', so if a new list is uploaded and emails sent, the schedule will reset relative to that send.

For example, if you schedule a reminder for 8 days after last email, but upload new contacts and send an initial email every 7 days, the reminder email will never send because the schedule is resetting every 7 days.

Below are the scheduling options for a Reminder Message. It is important to note that the schedule is not the only factor that determines whether a Reminder is sent to a specific contact.

Please see the [Additional Factors](#) below to learn more!

- 1 day after last email
- 2 days after last email
- 3 days after last email
- 4 days after last email
- 5 days after last email
- 6 days after last email
- 7 days after last email
- 8 days after last email
- 9 days after last email
- 10 days after last email
- Automatically on a specific date & time



A note about x days after last email option

Emails set to send *x days after last email* are not precise down to the time stamp of the previous send.

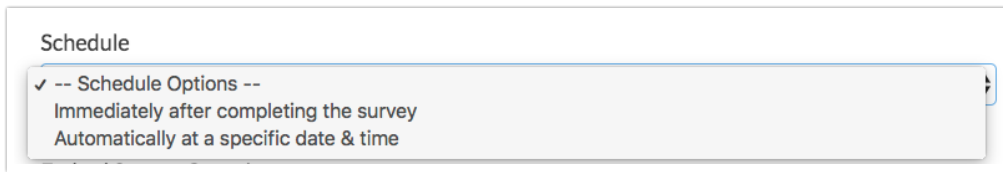
For example, a reminder set to send 7 days after last email based on an initial invite sent at 4:45pm won't send 7 days later at exactly 4:45pm. Instead, the schedule system waits 7 days from the initial send, and then the emails get added to the queue at around midnight (Eastern Time).

After a reminder goes out, you cannot schedule that reminder to go out again. You will need to create a new reminder for that email campaign.

Thank You Message Schedule Options

Below are the scheduling options for a Thank You message. It is important to note that the schedule is not the only factor that determines whether a Thank You is sent to a specific contact. Please see the [Additional Factors](#) below to learn more!

- Immediately after completing the survey
- Automatically on a specific date & time



Factors That Determine Whether a Reminder or Thank You Email is Sent

We know how important it is to only send emails to your contacts when necessary. That's why our follow up messages, reminders as well as thank you messages, are only sent to contacts who are eligible to receive the message. So, there's no need to worry that someone who has already completed your survey will receive a nuisance reminder. Below we'll cover when reminders and thank you messages are eligible to be sent.

There are **two criteria** for email campaign contacts to be eligible for a **reminder** send:

The contact's **Response Status** must be something **other than Complete (or Disqualified)**. This includes respondents who have partially completed the survey, contacts who clicked the link but did not answer any questions, or contacts who have not interacted with your survey at all.

AND

The contact must have received the previous message (either invite or reminder). If the initial message has bounced, they will not be eligible for a reminder. Similarly, if the contact is new and has not yet received the initial invite they will not receive the reminder.

There is only **one criterion** for a contact to be eligible for a **thank you message** send:

The contact must have completed the survey within 30 days. The contact's **Response Status** must be **Complete**.

Review your Send/Schedule Tab for Pending Contacts

The Pending Contacts column for each message under **Send Campaign** will dynamically update based on the above criteria.

Immediately after the send of the initial invite, we can see that only 10 of our 11 contacts are pending for a reminder.

Send Campaign

Pending Contacts	Message	Scheduled For
0	[account("organization name")] needs your feedback!	Not Scheduled
10	Reminder: [account("organization name")] needs your feedback!	Not Scheduled
0	Thank you for your response!	Not Scheduled

This is the result of a bounced email. We can confirm this under the **Delivery Statistics** or by **Exporting Contacts with Send Status**.

Delivery Statistics

[Export Contacts with Send Status](#)

Message	Sent	Bounces	Unsubscribed	Completed Survey
Initial	11	1	0	0
Total	11	1	0	0

If we wait a little while, we'll see that the pending contacts for the reminder have dropped to 7. In addition, we have 2 contacts pending for the Thank You message.

Send Campaign

Pending Contacts	Message	Scheduled For
0	[account("organization name")] needs your feedback!	Not Scheduled
7	Reminder: [account("organization name")] needs your feedback!	Not Scheduled
0	Reminder: [account("organization name")] needs your feedback!	Not Scheduled
2	Thank you for your response!	Not Scheduled

This is because 2 contacts completed the survey and another 1 unsubscribed; thus, they are no longer eligible to receive the reminder. Again, this can be confirmed this under the **Delivery Statistics** or by **Exporting Contacts with Send Status**.

Delivery Statistics					Export Contacts with Send Status
Message	Sent	Bounces	Unsubscribed	Completed Survey	
Initial	11	1	1	2	
Total	11	1	1	2	

After a couple of days, we've still only received 2 responses so, we decide to manually send the first reminder message. This results in a couple more responses thus increasing the number of contacts eligible for the thank you message to 4 and reducing the number of contacts eligible for the second reminder to 5.

Send Campaign		
Pending Contacts	Message	Scheduled For
0	[account("organization name")] needs your feedback!	Not Scheduled
0	Reminder: [account("organization name")] needs your feedback!	Not Scheduled
5	Reminder: [account("organization name")] needs your feedback!	Not Scheduled
4	Thank you for your response!	Not Scheduled

Review the Status Log for Specific Pending Contacts

If you need to identify which specific contacts are eligible for a given message the Status Log is your best bet. The Status Log can be found under the **Contacts** step or the **Delivery Statistics** step of your Email Campaign. Click the link to **Export Contacts with Send Status** and review your spreadsheet looking for both the Response Status and the Send Status of previous email messages.

In the example below, the highlighted contacts will be included as pending contacts to receive the reminder as they have a "Not started" in the Response Status column AND they received the Initial Send message.

D	E	F	G
Response Status	Contact Status	Initial Send Status	Initial Sent On
Not started	Active	Sent	11/11/13 19:26
Not started	Active	Sent	11/11/13 19:26
Not started	Active		
Not started	Active	Bounce	11/11/13 19:26
Not started	Active		
Complete	Active	Sent	11/11/13 19:26
Not started	Active	Bounce	11/11/13 19:26

Thank You Messages

Identifying contacts pending for a thank you message is quite easy. Contacts who have completed a survey are the only contacts eligible to receive a thank-you message. Contacts with a **Response Status** of **Complete** will be included in the list of pending contacts for your thank you message. If you create your thank you message after some of your contacts have completed they will still be included in the list of pending contacts when you send out that thank-you message.

In the below example the highlighted contact is the only contact eligible to receive the thank you message.

D	E	F	G
Response Status	Contact Status	Initial Send Status	Initial Sent On
Not started	Active	Sent	11/11/13 19:26
Not started	Active	Sent	11/11/13 19:26
Not started	Active		
Not started	Active	Bounce	11/11/13 19:26
Not started	Active		
Complete	Active	Sent	11/11/13 19:26
Not started	Active	Bounce	11/11/13 19:26

Related Articles