



Extension

UNIVERSITY OF WISCONSIN-MADISON

Creating a Sampling Plan

Objective: Organize survey responses to begin creating a schedule for sampling; brainstorm further recruitment options

- a. Organizing/scheduling sampling with efficiency
 - i. As responses to the digital and mail-in survey are collected, track how these people were contacted (invitation letter, post card, etc.) in the “Outreach Method” column of [Template 1A](#).
 - i. If they declined sampling, note this in the "Sampling Collection" column in [Template 1A](#).
 1. Do not continue communication with respondents who denied sampling, unless they indicated interest in receiving more information.
 - ii. Visit the custom map to see where respondents are located. If multiple respondents live near each other, consider scheduling multiple sample collections in one day (dependent on respondents’ availability).
 - iii. Contact each respondent using their provided contact information. Communication should include introductions, project overviews, and the opportunity to answer any questions. Importantly, coordinate a day and time to collect a sample.
 - i. If it is difficult to find an available time with the participant, it can be beneficial to get their permission to collect a sample when they are not home.
 1. Regardless of their permission, let the participant know when the sample will be collected.
 - iv. Keep note of sampling plans, creating a schedule of sampling. It can be helpful to do this in a notebook, which is important to bring when sampling.
 - b. Recruiting more participants (as needed)

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- i. If more participation is desired, door-to-door recruitment can be another effective technique to gather samples. Using [Template 1A](#) and the custom map, identified wells can be recruited door-to-door.
- ii. Other recruitment ideas include but are not limited to the following: public booths/stands at community events, flyers distributed in communities (churches, food pantries, libraries, etc.), town hall presentations, and more.