



PropFuel Question Guide

It's easy to begin the campaign planning process by brainstorming a list of questions to ask. Your head is full of questions you can ask your members, and it would be easy to type them out in PropFuel and call it a day. But that's far from the best way to start.

Instead, you should begin your campaign building process by brainstorming the answer — or action — you want your member to take. This could be a simple answer (perhaps “Yes, I want to renew my membership”) or a more complicated set of questions, answers and workflows, such as is generally the case for long campaigns like a first year membership onboarding. For more information about planning your full campaign, visit the full PropFuel Getting Started Guide, [here](#).

The actions you want your member to take will generally depend on what type of campaign you are building. And it probably doesn't surprise you to know that the type of question you ask, and when in the campaign you ask them, will have an effect on your member's experience and ultimately on your campaign's effectiveness. The easiest way to do this is to ask yourself “what if I was face-to-face with my members? What would I say?” Approach a PropFuel campaign and check-ins like a real conversation, building out appropriate questions just as you would in person.

We've put together this question guide to help you in choosing the right question for your specific purpose.

Question Types

As you turn your answers into questions, you'll need to think about what type of questions you need to ask, and when. Campaigns aren't just about yes and no questions—you'll find dozens of question types in the PropFuel [question bank](#). There's a time for light questions and a time for deep questions. A time for yes/no questions and a time for wide open-ended questions. It can



quickly get confusing when deciding which type of question you should choose. Let's delve into just a few question types as well as some suggestions about which ones to use based on your campaign goal and type.

Long-term Engagement v. Short-term Action Questions

Just like in a face-to-face conversation, you'll want to make sure that you ask the right type of question to elicit the desired response. Some questions will lead to long-term engagement while others are designed to prompt a member to take action in the short-term, such as renew their membership or sign up for a conference or webinar.

Long-term Engagement Questions	Short-term Action Questions
What are the biggest challenges you're facing?	Are you aware that your membership lapsed?
Why did you join?	Would you like us to register you for the webinar?

Qualitative v. Emotional Responses Questions

Some question types are best for when you need to collect quantitative information, while other questions are designed to elicit an emotional response. There is a place for both in your PropFuel campaigns, depending on the campaign objective. For example, a data cleanup campaign will be full of quantitative questions (for example, "what is your current title?"). A lapsed member campaign, on the other hand, will likely be full of questions designed to elicit an emotional response. (e.g., "what's keeping you up at night?").



Light v. Deep Questions

Light yes/no questions are a perfect choice when you want someone to take immediate action, since it's less friction. That also means the lighter yes/no questions will likely yield higher responses. But there is also a place for questions that go deeper, even though fewer people will follow through, since those who do will offer deeper insight into their needs. A great example is a selection question followed by an open-ended follow-up. If you want to gain a better understanding of your member's needs.

Conversation Starters v. Marketing or Sales Questions

It's easy to fall into the trap of asking marketing or sales-type questions rather than conversation starters — questions aimed at starting a conversation with your member in order to provide the most value.

When thinking of questions in PF, it's not about what you want to get out of your member (i.e., what you want to tell your member); it's about finding out what your member needs.

Marketing and Sales Questions	Conversation Starters
Did you know [association] has 7 member benefits?	Which of the following member benefits are you most interested in?
Would you want to save money on your insurance bill?	We may be able to help save you some money. Would you be interested in reevaluating your insurance policy?

Intent Questions

Intent questions are questions that ask a member what they intend to do (e.g., do you plan to renew your membership?). While intent questions are not necessarily deep questions that drive deep responses, they generally drive the highest engagement. Intent questions are a great



conversation starter in that they take little time to answer and can quickly branch your respondents into a few workflows.

Starting v. Mid-campaign Questions

Finally, you want to make sure you are asking the right type of question at the appropriate stage of your campaign.

You will begin each check-in with what we call a “conversation starter,” which is simply the first question we ask within a conversation. We recommend starting with a simple question prompt with few answer choices instead of an open-ended question. Even though these types of questions won’t necessarily sustain an entire conversation, they are a great choice for a conversation starter since your members will be more likely to answer a question that requires less time and effort. After all, it’s much easier to respond by selecting an option, rather than typing a response.

PropFuel Question Options

Below are the most common types of questions you can use in PropFuel, along with examples of the type of response it will elicit for each.

Yes/No Questions

You'll ask a question, then have two options: Yes or No. For example, if you ask “Are you aware that your membership has lapsed,” the member should be able to quickly answer “yes” or “no.” You will send the member down one of two paths depending on their answer. Yes/No questions will generally elicit a quantitative response.

Sample Yes/No Questions:

- Are you aware that your membership has lapsed?
- Are you planning on attending this year's Conference?



Multiple Choice Questions

Multiple choice questions provide more nuance than a Yes/No answer gives. You can add as many answers as you want (though we suggest keeping it to only a handful), and your respondents can pick only *one* answer to the question. It's also important to keep each answer choice to a single, short sentence or phrase.

Sample multiple-choice questions:

- Which of the following is keeping you up at night?
 - Choice A
 - Choice B
 - Choice C
 - Choice D
- What new technology has the potential to impact your business over the next 5 years?
 - Choice A
 - Choice B
 - Choice C
 - Choice D

Open Ended Questions

Open-ended questions serve a different purpose than questions in which members choose a pre-typed answer. Since open-ended questions require the member to use their own words, they should generally be reserved for answers in which you want to elicit a more emotional response. For example, if you want your member to provide a testimonial you would surely want it in your members' own words. Open-ended questions are a great choice for a follow-up question, where you would like to give your member the opportunity to tell you more about their answer. On the other hand, open-ended questions are *not* necessarily a great question type to use to start a check-in since it requires the member to click a button to get started instead of answering directly in the email.



Sample open-ended questions:

- What could we do better?
 - *This is a great follow-up question if, for example, a member chooses “no” to an initial question of “do you plan to renew your membership?”*
- Is there a recent example of when we exceeded your expectations?

Rating Scale 1-5 and 1-10

PropFuel rating questions can be on a scale of 1-10 or 1-5.

Sample rating scale questions:

- On a scale of 1-5, how happy are you with our current benefits selection?

Net Promoter Score (NPS) Questions

NPS is a specific type of rating question in which a single survey question asks respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague. NPS is a great first question for a feedback or testimonial campaign, where you can ask anyone who chooses an 8 or higher--those who NPS call “supporters”--to provide a testimonial.

Sample NPS question:

- On a scale of 1-10, how likely are you to recommend [association] to your colleagues?

Best Practices for Questions

No matter which type of question you choose, you’ll want to keep some general rules in mind:

- Do not ask questions you should already have the answer to (even if you don’t)
- Be clear, specific, and direct



- Use the participants' vocabulary
- Talk like a real person and treat the questions like a conversation
- Ask only one question at a time
- Start with broad, general questions
- Sandwich harder or deeper questions between easier-to-answer ones, a “question sandwich,” so that members don’t get “answer fatigue” and stop engaging altogether.