Instructions on how a researcher / student can find the email addresses of municipalities on their websites, create a survey, and send it to mayors in the Czech Republic

1. Identifying municipalities and their contact information:

   - Use the CzechPOINT portal (https://www.czechpoint.cz/sovm/ostatni-organy-verejne-moci) to access a comprehensive list of public authorities, including municipalities. This portal provides a reliable source of information for your research.

   - To ensure accuracy and obtain the most up-to-date email addresses, visit the official website of each municipality. Navigate to sections such as "Contacts," "Municipal Office," or "Municipality Leadership," where you will typically find the email addresses of the mayors or relevant officials.

   - Create a spreadsheet to organize the collected information, including the municipality name, mayor's name, and email address. This will help you keep track of your contacts and personalize your communication effectively.

2. Personalizing communication:

   - When preparing emails to send to the mayors, prioritize personalization. Instead of sending a generic email to multiple recipients, take the time to tailor each email to the specific municipality and mayor.

   - Use the mayor's name in the greeting and mention the name of their municipality in the email body. This personal touch demonstrates that you have done your research and shows respect for the recipient.

   - If possible, include a brief reference to any recent events, achievements, or challenges specific to their municipality. This shows genuine interest and engagement with their community.

   - Personalized communication increases the likelihood of receiving a response and establishes a positive rapport with the mayors.

3. Designing the survey:

   - Determine the most suitable format for your survey based on your research objectives. Consider options such as a questionnaire, poll, or interview, depending on the depth and nature of the information you seek.

   - Craft clear, concise, and relevant questions that align with your research goals. Ensure that the questions are easily understandable and avoid ambiguity or bias.

   - Use online survey tools like https://dotaznik.czu.cz/, Google Forms, Microsoft Forms, SurveyMonkey, or Typeform to create an engaging and professional survey.

These platforms offer user-friendly interfaces and various question types to enhance the survey experience.

   - Include an introduction at the beginning of the survey, explaining the purpose of the study, how the collected data will be used, and assuring confidentiality. Clearly state the estimated completion time to set expectations.

   - Incorporate an informed consent section where participants can agree to participate in the survey voluntarily. Provide information about data protection and the option to withdraw from the survey at any time.

4. Distributing the survey to mayors:

   - Compose a new email message in your email client and enter the email addresses of the mayors in the "To" field. If you are sending the survey to multiple recipients simultaneously, use the "Blind Carbon Copy" (BCC) feature to protect the privacy of the recipients.

   - Craft a compelling subject line that clearly communicates the purpose of the email, such as "Survey for Mayors - Request for Participation." This helps grab the attention of the recipients and increases the chances of them opening the email.

   - In the email body, begin with a polite greeting and introduce yourself and your affiliation. Explain the purpose of the survey and why their participation is valuable. Highlight the potential benefits or impact of the study to encourage engagement.

   - Provide clear instructions on how to access and complete the survey. Include a direct link to the survey that is easily clickable. Specify the deadline for completing the survey and express your appreciation for their time and effort.

   - Close the email with a professional signature that includes your name, title, and contact information for any further inquiries or clarifications.

5. Monitoring and analyzing responses:

   - Regularly monitor the progress of the survey responses. Keep track of the number of completed surveys and assess the quality of the data being collected.

   - If the response rate is lower than expected, consider sending a gentle reminder email to the mayors who haven't yet completed the survey. Express the importance of their participation and extend the deadline if necessary.

   - Once the survey closes, begin the data analysis process. Use the tools provided by the survey platform or export the data to a suitable format for further analysis, such as Excel or statistical software.

   - Organize and clean the data, removing any incomplete or invalid responses. Conduct appropriate statistical analyses based on your research questions and objectives.

- Summarize the key findings and insights in a clear and concise manner. Create visually appealing charts, graphs, or infographics to present the results effectively.

- Prepare a comprehensive report or presentation that highlights the main outcomes of the survey, along with any recommendations or conclusions drawn from the data.

- Consider sharing a summary of the results with the participating mayors as a gesture of appreciation and to maintain transparency. This can foster goodwill and encourage future collaboration.

Throughout the survey process, maintain a professional and ethical approach. Respect the privacy and confidentiality of the participants, and ensure that the collected data is used solely for the intended research purposes. Provide clear information about data protection measures and adhere to any relevant regulations or guidelines.

By following this guide, you can effectively conduct a survey with mayors, gather valuable insights, and contribute to your research objectives. Remember to adapt the guide based on your specific context and requirements, and always prioritize clear communication, personalization, and respect for the participants.