

# Tower Foundation

## FAMILY SURVEY GUIDE

### Erie and Niagara Counties

This document provides partners with information and guidelines for recruiting families for the Tower Foundation's Survey to better understand the experiences of families and guardians of youth with intellectual disabilities or learning disabilities.

The Tower family, like so many others, has members who have intellectual disabilities or learning disabilities. Because of this, the Tower Foundation funds organizations in Erie and Niagara Counties working to better meet the needs of young people and their families affected by these issues.

The survey is being funded by The Peter and Elizabeth C. Tower Foundation and conducted by Wilder Research.

### Recruiting families

Thank you for your help recruiting families and youth for this survey project. Participants may complete the survey online or by phone with trained interviewers from Wilder Research.

The Foundation needs your help to guide families to register online at <http://towerfdn.link/surveysignup>. Anyone who completes the survey will receive a **\$20 gift card** to Amazon, Target, or Walmart.

**Please share the link** via email, Twitter, Facebook, newsletters, or other ways you communicate with program participants.

**We have also provided flyers** that can be posted in your organization, emailed, or handed to families, and language to use in a variety of communications.

Finally, there is an FAQ document that answers key questions people may have about the survey. Please familiarize yourself with the questions and answers in case people ask. Also, please share this with families if they have questions.



If you have any further questions, you can contact **Tracy Sawicki**, Executive Director of the Tower Foundation, at [tas@thetowerfoundation.org](mailto:tas@thetowerfoundation.org) or **716-689-0370 x204**. If you are having technical difficulties with the online registration, please call **1-888-328-2972** and ask for **Terry Franklin**.

Erie & Niagara  
Counties



**help us**

*better understand  
community attitudes  
and experiences*



PETER & ELIZABETH TOWER FOUNDATION

## Example messaging you can customize for outreach to families

### Community Newspaper

The Peter and Elizabeth C. Tower Foundation is conducting a survey to help better understand the needs of families and youth with intellectual disabilities or learning disabilities in Erie and Niagara Counties.

The Tower Foundation works with agencies who provide services and resources for families and youth with intellectual disabilities or learning disabilities in Erie and Niagara Counties.

If you have a family member with intellectual disabilities or learning disabilities up to age 26, live in Erie or Niagara Counties, and are interested in completing a 20 minute online or phone survey, please register at <http://towerfdn.link/surveysignup>

Surveys will be conducted by Wilder Research through spring 2019. Anyone completing the survey will receive a \$20 gift card to Amazon, Target, or Walmart.

Information provided will be used to identify priorities for improving services and resources available for families and youth with intellectual disabilities or learning disabilities.



#### Twitter or text message for both types of disabilities

Live in Erie or Niagara Counties?  
Have a child with intellectual disabilities or learning disabilities?  
Register at <http://towerfdn.link/surveysignup> to complete survey and earn \$20.

#### Twitter or text message for Intellectual Disabilities

Live in Erie or Niagara Counties?  
Have a child with intellectual disabilities? Register at <http://towerfdn.link/surveysignup> to complete survey and earn \$20..

#### Twitter or text message for Learning Disabilities

Live in Erie or Niagara Counties?  
Have a child with learning disabilities?  
Register at <http://towerfdn.link/surveysignup> to complete survey and earn \$20.



#### Agency Newsletters and Facebook for Intellectual Disabilities

[Our Agency] is helping The Peter and Elizabeth C. Tower Foundation recruit families to complete a survey in order to better understand the needs and experience of families and youth with intellectual disabilities.

If you have a family member with intellectual disabilities up to age 26, live in Erie or Niagara Counties, and are interested in completing a 20-minute online or phone survey, please register at <http://towerfdn.link/surveysignup>  
Anyone completing the survey will receive a \$20 gift card to Amazon, Target, or Walmart.

The valuable information provided will be used to identify priorities for improving services and resources available for families and youth with intellectual disabilities.

Surveys will be conducted by Wilder Research through spring 2019.



#### Agency Newsletters and Facebook for Learning Disabilities

[Our Agency] is helping The Peter and Elizabeth C. Tower Foundation recruit families to complete a survey in order to better understand the needs and experience of families and youth with learning disabilities.

If you have a family member with intellectual disabilities up to age 26, live in Erie or Niagara Counties, and are interested in completing a 20-minute online or phone survey, please register at <http://towerfdn.link/surveysignup> Youth with learning disabilities age 14 to 26 are also invited to participate in a separate survey about their experiences. Anyone completing the survey will receive a \$20 gift card to Amazon, Target, or Walmart.

The valuable information provided will be used to identify priorities for improving services and resources available for families and youth with intellectual disabilities.

Surveys will be conducted by Wilder Research through spring 2019.

## THANK YOU!!