

Send survey invitations with Gmail and Google Sheets

Send a personalized survey link to every stakeholder from your own Gmail account, using a Google Sheet and a short Apps Script.

TOOLS

Gmail · Google Sheets

SENDS FROM

Your Gmail account

YOU NEED

Survey links sheet

STEP 1

Prepare your Google Sheet

- 01 Get the Google Sheet with the recipients and survey links. It's called `[survey_name]_links_[date]`.
- 02 Log in to your Gmail account. Emails will be sent from the address you use to log in.
- 03 Make a copy of the [Gmail/Sheets Mail Merge](#) template.
 - Edit the **METADATA** sheet with the sender's details.
 - Import the data from **links_sheet** into the **RECIPIENTS** sheet.
 - Each row should contain the information for one recipient.

IMPORTANT

Don't change the column headers. The script matches them to the placeholders in your email.

Example of the **RECIPIENTS** sheet:

	A	B	C	D	E	F	G	H	
1	Title(Optional)	Name	Surname(Optional)	Email	Status	Survey link	Reject Survey Link		
2	Mrs.	John	Doe	johndoe@mycompany.com		https://examplelink.com	https://examplerejectlink.com/1662		
3									
4									



STEP 2

Draft your email in Gmail

- 01 Open Gmail and compose a draft email. Leave the recipients empty.
- 02 In the subject and body, use placeholders with double curly brackets that match the column headers in your Google Sheet.
- 03 Copy the template below. You can edit the text, but keep the placeholders exactly as they are.

IMPORTANT

Don't change anything inside `{{ }}`. Placeholders must match the column headers in the spreadsheet exactly, or the merge will leave them blank.

SUBJECT Invitation for a stakeholder survey from `{{MyCompany}}`

Dear `{{Title(Optional)}}` `{{Name}}` `{{Surname(Optional)}}`,

`{{MyCompany}}` is currently in the process of identifying areas that could represent risks and opportunities for the company now and/or in the future, based on insights captured by Datamaran.

These insights are informed by an objective analysis of regulatory developments, industry best practices, peer activity, and public opinions on financial, environmental, social, and corporate governance issues. We recognize you as an important stakeholder and we would greatly appreciate the chance to gain your perspective via this short survey.

Thank you for taking the time to contribute to our assessment, the results of which will inform the identification of issues that have a relevant impact on us as a company as well as on our stakeholders.

Click on the link below to begin the survey:

`{{Survey link}}`

For the optimal user experience, please use the latest version of Firefox, Chrome, Safari or Edge. You will not be able to access the survey using Internet Explorer. In case other browsers are unavailable, please consider responding via your mobile device.

Sincerely,

`{{Sender}}`

`{{MyCompany}}`

Click on the link below if you don't want to receive more notifications.

`{{Reject Survey Link}}`



STEP 3

Test the mail merge

- 01 In a test copy of the sheet, add your own email address as a row.
 - 02 Open **Apps Script** from that sheet and click **Run** next to `sendEmails` .
 - 03 The first time, Google will ask for authorization. Approve it.
 - 04 Check your inbox to confirm the placeholders were replaced correctly.
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STEP 4

Send to all recipients

- 01 Once the test looks good, remove the test row.
 - 02 Run the script again. It will send the emails to all recipients in the sheet.
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STEP 5

Monitor and good practice

TOPIC	WHAT TO KNOW
Quotas	Free Gmail accounts can send about 500 emails a day; Google Workspace accounts up to 2,000 a day. See the quota reference .
Aliases	If you send from an alias, set it up in Gmail first (instructions).
Testing	Always test with a small batch before sending to all recipients.
