

# SURVEY OVERVIEW

## AGRM'S 2018 SNAPSHOT SURVEY

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January 2018

**TO:** AGRM-Member Mission CEOs and Count Coordinators  
**FROM:** Brad Lewis, AGRM Director of Communications

The Association of Gospel Rescue Missions (AGRM) will conduct its annual Snapshot Survey on **Thursday, January 25**. AGRM members participate in the survey by recording and reporting on demographics of individuals and families utilizing mission services. These results will provide AGRM and your mission a reasonable picture of the need in your community and the individuals rescue missions are serving across North America. [Please note: The date change from fall is a request from mission CEOs; many communities conduct Continuum of Care counts the last 10 days of January, and this allows you to conduct AGRM's count alongside your local CoC count.]

**Media Requests** The survey is one of the most requested and used pieces of information that AGRM provides. Local and national media outlets use the demographic results as a resource for stories on homelessness. Many have commented that the size of our sample (16,000 to 20,000 each year) makes our survey one of the most accurate and up-to-date of its kind.

**Local Interest in the Survey** The Snapshot Survey generates more interest from people outside the association than any other study completed by our members. We'll provide local and national results, along with a press release template that you can use to share your story and compare your local mission numbers to those of missions across North America.

**Results You Can Access and Use** A full report of the national results will be posted on AGRM's website under the *Media* tab.

**Survey Date is January 25 (with Flexibility)** The official survey date is **Thursday, January 25**. However, you may complete the survey on the day most convenient for your mission between Monday, January 22 and Wednesday, January 31.

**Who to Survey** If possible, survey everyone using mission-offered services, including your program participants and those coming for a meal, day room, clothing, the chapel service, etc. in a single 24-hour day. If that's not practical, collect as many responses as you can.

**Download and Print Forms** Visit [www.agrm.org/snapshot](http://www.agrm.org/snapshot) to download all survey forms. Remember to print enough copies of the Facilitator's Form to use at all your facility entrances. You can also download the Survey User Guide for helpful information on how to complete the survey.

**Report Survey Numbers Online by February 8** In order for us to release the information as quickly as possible, please compile your results and file them by **Thursday, February 8**. Submit your data via <https://www.surveymonkey.com/r/AGRMSnapshot18>.

If you have questions, call me at (719) 266-8300, ext. 103.

I appreciate your participation!