

Encourage Participation. Strengthen the Data. Improve the Industry.

Purpose of This Toolkit

This toolkit is designed for sponsor and CRO organizations to use when encouraging the research sites, they work with to participate in the SCRS Eagle Award Survey. It provides ready-to-use messaging across multiple channels including email, internal communications, and social media.

Why This Matters

The SCRS Eagle Award Survey is one of the most meaningful data initiatives in clinical research. It gives sites a formal, verified channel to share their experience working with sponsors and CROs — and that site-sourced feedback is what drives real improvement in how partnerships function across the industry.

When sponsors and CROs actively encourage site participation, they demonstrate a genuine commitment to hearing the site perspective. That signal matters. Site participation is what gives this data credibility, and credible data is what shapes better outcomes for everyone.

What's Inside

This toolkit includes three email templates tailored to different audiences and relationship levels, from formal sponsor-to-site outreach to peer-level communication between CRAs and coordinators, as well as social media posts formatted for LinkedIn at varying lengths and tones. Each template is ready to use with light customization. Bracketed fields indicate where to insert your organization's name, signatory information, or other relevant details.

How to Use It

Select the template that best matches your relationship with the site and the channel through which you're communicating. All messaging has been developed to reflect your organization's support for the initiative without directing or influencing how sites respond. All survey responses are submitted anonymously and go directly to SCRS.

Survey link: <https://www.surveymonkey.com/r/eagleaward2026>

Survey closes: August 14th

Questions: info@myscrs.org



Email Option 1 — Direct Site Outreach from Sponsor/CRO

Audience: Sponsor or CRO sending directly to sites | Tone: Relationship-focused

Suggested subject: *Your input shapes how we work with you — SCRS Eagle Award Survey*

Dear [Site Name / Investigator Name],

We are reaching out to encourage your participation in the SCRS Eagle Award Survey — one of the most important industry data initiatives available to research sites.

At [Company Name], is committed to supporting the sites we work with and encouraging the opportunity to provide direct input through a secure and trusted initiative. The Eagle Survey gives sites a formal, verified channel to share their experience with sponsors and CROs — and that feedback directly informs and improve relationships and advocate for their patient needs. All information is anonymous and submitted directly to SCRS.

This isn't about ratings for ratings' sake. The data collected through this survey helps identify what's working, where friction exists, and where industry standards need to evolve. That kind of honest, site-sourced intelligence is something we genuinely want more of.

We encourage you to participate — not on our behalf, but because your voice matters to the integrity and usefulness of this data.

The survey is administered by SCRS (Society for Clinical Research Sites) and takes approximately 10-20 minutes to complete.

Take it here: <https://www.surveymonkey.com/r/eagleaward2026>

Thank you for the partnership you bring to clinical research.



Email Option 2 — Direct Site Outreach from Sponsor/CRO

Audience: Sponsor or CRO sending directly to sites | Tone: Relationship-focused

Suggested subject: *Participate in the SCRS Eagle Award Survey — your experience matters*
We wanted to share an opportunity to make your voice heard.

[SCRS](#) is currently collecting data for the Eagle Award — an annual initiative that benchmarks sponsor and CRO performance based entirely on verified input from research sites.

The data generated by this survey is used by sites and industry decision-makers alike to understand the quality of sponsor-site relationships and where the industry needs to do better. [Company Name] is committed to supporting sites we partner with the opportunities to provide honest feedback through initiatives like this one, providing a trusted, structured way to do that. All information is anonymous and submitted directly to SCRS.

If you work with clinical research sites and they have a relationship with your organization, we encourage you to pass this along. Their participation is what gives the data meaning.

SCRS Eagle Award Survey: <https://www.surveymonkey.com/r/eagleaward2026>
Survey closes: August 14th

Questions? Contact SCRS directly at info@myscrs.org



Email Option 3 — Direct Site Outreach from Sponsor/CRO

Audience: Sponsor or CRO sending directly to sites | Tone: Relationship-focused

Hi [Name],

I wanted to pass along an opportunity to make the site voice heard through the SCRS ([Society for Clinical Research Sites](#)) is running their annual Eagle Award Survey, which collects input directly from sites about their experiences working with sponsors and CROs.

It's one of the few places where site perspective gets documented and fed back to inform and improve relationships and advocate for their patient needs. [Company Name] is committed to supporting initiatives like this because the data is valuable , and it helps the industry as a whole understand what site partnerships look like from your side. All information is anonymous and submitted directly to SCRS.

Sharing this survey because it matters, and because your team's experience is exactly the kind of input this survey is designed to capture.

Survey link: <https://www.surveymonkey.com/r/eagleaward2026>

Survey closes August 14th

Let me know if you have any questions.



Social Media

Social posts are suggested as-is or lightly adapted. LinkedIn is the primary recommended platform for industry reach. Brackets [] indicate fields to customize.

Social Post Option 1 – Thought Leadership

Recommended use on: Company page or executive profile | Length: Long-form | Tone: Credibility-building

It comes from sites.

Sites are on the front lines of trial execution. They know what works in practice, where the friction is, and what sponsor and CRO behaviors affect their ability to do their jobs well.

The SCRS Eagle Award Survey is one of the few mechanisms that gives that intelligence a formal, verified channel — where site feedback is collected, analyzed, and fed directly to inform and improve relationships and advocate for their patient needs

We support research sites in making their voice heard. Participation is what gives this data integrity and makes it meaningful for the whole industry.

The survey is open now: <https://www.surveymonkey.com/r/eagleaward2026>



Social Post Option 2 – Short/Awareness

Use on: Company page or individual profile | Length: Brief | Tone: Shareable

If you work at a clinical research site, your experience with your sponsor and CRO partners is valuable data.

The SCRS Eagle Award Survey collects verified input from sites across the industry to measure what sponsor–site relationships actually look like in practice. That data shapes industry conversations, benchmarks, and decisions.

Survey closes August 14th: <https://www.surveymonkey.com/r/eagleaward2026>

Social Post Option 3 – Data Framing

Use on: Company page | Length: Medium | Tone: Data-forward, institutional

Strong sponsor–site relationships don't happen by assumption — they're built on understanding.

The SCRS Eagle Award Survey generates the industry's most direct, site-sourced data on how sponsors and CROs are actually experienced by their site partners. It's an important source of intelligence for everyone invested in making clinical research more efficient and collaborative.

Research sites: your participation is what makes this data credible. We hope you'll take a few minutes to contribute.

Take the survey: <https://www.surveymonkey.com/r/eagleaward2026>