



TEMPLATE PACK · FAN INSIGHT

Fan Insight Templates.

Lift-ready survey openers, pulse cores, post-game flows, recruitment asks, and the quarterly “You Said, We Did” cadence. Edit lightly, deploy quickly.

Lift a template.
Deploy it this week.

Fan Insight Templates.

Five templates, ready to lift: the annual benchmark opener, the three-question pulse core, the post-game always-on message, the fan advisory panel recruitment ask, and the quarterly You Said, We Did comms.

Swap the placeholders, keep the question wording. The tracking questions especially: a clean trend line depends on asking exactly the same thing every time, and the design rules behind each template are in the companion Design Guide.

Resist the urge to vary the tracking-core questions even slightly. The trend line is worth more than the extra question.

WHO THIS IS FOR

Whoever is fielding the surveys this week. No methodology background assumed.

ABOUT THIS SERIES

One of seven standalone guides drawn from The Fan Insight Playbook (2026 edition), Tiparra's operating manual for the fan relationship. The companion guides are listed at the back. Where this guide cites a statistic, the full citation is in its sources page and in the playbook's Appendix C.

Opening section template.

ANNUAL BENCHMARK · OPENER

Thanks for taking part. This survey will take about 12 minutes. Your answers go straight to the team and will shape what we do next season.

We'll share back what we've learned and what we're going to do about it.

Q1. Overall, how satisfied are you with [Club] this season? *(1 to 7)*

Q2. How likely are you to recommend [Club] to a friend or family member? *(0 to 10)*

Q3. Compared to last season, would you say your overall experience as a [Club] fan has got significantly better, slightly better, stayed the same, slightly worse, or significantly worse?

6.2 Pulse · three-question core

SEASONAL PULSE · CORE QUESTIONS

Q1. *(NPS)* How likely are you to recommend [Club] to a friend or family member? *(0 to 10)*

Q2. *(Tracking)* Thinking about the last [period], how would you rate your overall experience as a fan? *(1 to 5)*

Q3. *(Open)* What's the one thing you'd most like us to change?

6.3 Always-on · post-game template

ALWAYS-ON · POST-GAME MESSAGE

(Sent within 24 hours)

Hi [Name]. Thanks for being there yesterday.

One question: how was your matchday? *(1 to 5 scale)*

(If 4 or 5). Anything that made it great? *(optional open box)*

(If 1 to 3). Sorry to hear that. What let you down? *(optional open box, plus tickbox list of common issues)*

Your reply goes straight to our supporter experience team.

Fan advisory panel · recruitment ask.

FAN ADVISORY PANEL · RECRUITMENT ASK

We're looking for a small group of fans to help shape what [Club] does next.

If you're up for it, you'd join a group of 15 to 20 fans who meet four times a year. You'd give us your honest views on things like game day, ticketing, the app, and what we're doing on and off the field. We'd listen, act, and tell you what we did.

It's a real seat at the table. Club leadership will be in the room with you. We'll cover your costs and give you a small thank-you for your time.

Interested? Tell us a bit about yourself: [\[link\]](#)

6.5 "You Said, We Did" · quarterly comms template

QUARTERLY CLOSE-THE-LOOP COMMS

You said. We did.

Every quarter we share what fans have told us, and what we're doing about it.

You said: the queue at the [grandstand] canteen was too slow.

We did: added two mobile vendors and brought in card-only lanes. Average wait dropped from 12 minutes to 4 last month.

You said: game-day comms come too late.

We did: game-day messages now go out 48 hours before the first bounce, with everything you need in one place.

You said: away tickets for kids felt steep.

We did: introduced a \$10 junior away ticket from next month.

Keep telling us. We're listening.



ABOUT THIS SERIES

Templates lifted. Now go **listen**.

The templates make the first cycle fast. What makes the program fundable is the pitch behind it, and the companion Pitch Guide carries the five-step arc from diagnosis to commitment.

WHAT TO READ NEXT

Read *Selling a Fan Insight Program* next, whether the room you need to convince is a client, a board, or a committee.

COMPANION RESOURCES

00	The Fan Insight Playbook — the full operating manual	OPERATING PLAYBOOK
01	The Case for Knowing Your Fan	STRATEGY BRIEFING
02	The Listening Architecture	FRAMEWORK GUIDE
03	Designing Each Listening Layer	DESIGN GUIDE
04	Eight Common Fan Problems	DIAGNOSTIC GUIDE
05	Operating a Fan Insight Program	OPERATIONS GUIDE
07	Selling a Fan Insight Program	PITCH GUIDE

START THE CONVERSATION

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Your app. Your channel. Your rules.