

**Recruitment letter - to be printed on PSU/NPS letterhead**

Dear Pastor/Reverend \_\_\_\_\_,

We are researchers at the University of Idaho, conducting a study for Congaree National Park about recreation in the Columbia area. The purpose of the research is to better understand the needs and perceived barriers of local community members regarding access to resources at Congaree National Park

We'd like to invite 10 to 12 members of your congregation to a group meeting to hear their ideas about outdoor recreation. We will offer each participant up to \$20 to reimburse them for traveling and modest refreshments during the meeting. The focus group session should take about 90 minutes of their time.

The meeting will take place on \_\_\_\_\_ (day)\_\_\_\_\_ at \_\_\_\_:\_\_\_\_, or on \_\_\_\_\_ (day)\_\_\_\_\_ at \_\_\_\_:\_\_\_\_, at \_\_\_\_\_ (location)\_\_\_\_\_.

In order to meet our goal of having at least 10-12 participants, could you recommend about 20 people from your congregation? We would like to contact them personally to invite them to participate in the focus groups. We would like to use the list of names, phone numbers, and possibly email addresses to invite your members to participate in the focus groups. We will only use the names and contact information for follow-up purposes before and after the study. All contact information will be destroyed, by the research team once we have completed the study.

Is there a space available in your church that we can use to hold this meeting? It will help that the meeting site is convenient and known to your members. We will provide all materials the only space needed would be enough to accommodate a small group meeting. If this is acceptable, I will be in touch to provide additional details.

Thank you very much for your time. We will be in touch with you as the date for the meeting approaches. Please contact us if you have any questions.

Sincerely,

Lena Le  
Assistant Professor  
College of Natural Resources  
University of Idaho  
Moscow, ID 83844-1139

Nancy Holmes  
Research Specialist  
Park Studies Unit  
University of Idaho  
Moscow, ID 83844-1139

Recruitment Script

***In Person/Telephone Recruitment Script (for initial snowballing effort)***

Hello,

We are researchers at the University of Idaho, conducting a study for Congaree National Park about recreation in the Columbia area. The purpose of the research is to better understand the needs and perceived barriers of local community members regarding visitation at Congaree National Park

We'd like to invite 10 to 12 members of your congregation to a group meeting to hear their ideas about outdoor recreation. The focus group session should take about 90 minutes of their time. We will host 5 or six meetings and the specific time and locations will be confirmed later with each participant based upon their availability and preference.

In order to meet our goal of having at least 10-12 participants, we may have to contact about 20 people to be able to allow for those who cannot participate. We would like to ask if you could recommend about 20 people from your congregation (or organization) that are over age of 18. We would like to invite them to a meeting about Congaree National Park. We would like to contact them personally to invite them to participate in the focus groups. If it is possible, could you provide us with a list of names, phone numbers, and possibly email addresses. We will only use this information for the purposes of inviting your members to participate in the focus groups. The contact information provided will be destroyed, by the research team, at the end of the study.

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**Telephone recruitment script**

Hello! My name is \_\_\_\_\_

We were recommended by your Pastor/or Mr/Mrs [Name] from [Church Name or organization name] to contact you regarding a study we are conducted on behalf of Congaree National Park. They said that you would be the best person to help us with our research project. We'd like to invite you to a group meeting to hear your ideas about recreation in the Columbia area.

The meeting will take place on \_\_\_\_\_(day)\_\_\_\_\_ at \_\_:\_\_, or on \_\_\_\_\_(day)\_\_\_\_\_ at \_\_:\_\_, at \_\_\_\_\_(location)\_\_\_\_\_.

Would you be available to join us at one of these times?

If yes: Wonderful. May I ask you a few questions that will help with our research? (Ask non-response questions below). I'd like to write down your name, address, and email so that I can send you a reminder about a week before the meeting. This information will not be used for any other purpose other than to remind you about the meeting. Could you recommend someone else that you think would be helpful?

If no: May I ask you a few questions that will help with our research?

Ask Non-response bias questions

Age – use: Year Born - Explain that this is needed to make sure they are eligible to participate:

Gender

Race

Number of years living in Richland County

Have you ever visited a National Park?

Thank you for your time

## Sample Survey Log

Day: M T W Th F Sa Su      Date: \_\_\_\_ / \_\_\_\_ , 2011

Surveyor: \_\_\_\_\_

“Hello! The NPS is conducting a visitor survey at (park) to get your opinions about the park's programs and services. If you take a mail-back questionnaire, we want the completed one back. It will take about 30 minutes to complete after your visit. I need to speak to the person that has the next birthday (**at least 16 years old**). Are you willing to participate?

**IF NO:** Thank you.    **IF YES:** Thank you—I have a few quick questions.

- 1) Age (year born)
- 2) Gender
- 3) Race?
- 4) Number of years living in Richland County?
- 5) Visits to National Parks

Interviewer initials	Time	Refused √	Gender and Age of participant			Race African American (Y/N)	How long have you lived in Richland County? (Number of years)	Have you ever visited a National Park? (Y/N)
			Age (year born)	Female	Male			

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