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Attachment Q – Parent/Caregiver Follow Up Letter and Phone Call Sample Script

Parent/Caregiver Letter

Dear [Parent/Caregiver],

My name is [Researcher's Name] and I work for the Michael Cohen Group, a research firm that specializes in children, education and media. You recently signed a consent form volunteering to participate in a focus group at your child's school where we will talk about nutritional lessons for kindergarten students and handouts for parents.

We are writing to let you know that you have been chosen to participate in the focus group at your child's school. Just to remind you, the groups will take about 90 minutes to complete and you will be given \$50 as a token of appreciation. For additional details about the groups, please see the consent form or contact us at (212) 431-2252.

The group has been scheduled for [date] from [time] to [time] and will take place at [location] in the [room]. We will begin promptly at [time], so please arrive early enough to begin at [time]. Please let us know ASAP if you if able to attend.

You will receive a phone call from us a few days before the group as a courtesy reminder. Please let us know ASAP if your plans change and you are no longer so we can find additional parents to participate.

Thanks again for volunteering,

[Researcher's Name]
Michael Cohen Group
375 West Broadway Suite 502
(212) 431-2252

Phone Call Sample Script

Hi is this [Parent/Caregiver]?

Hi [Parent/Caregiver], my name is [Researcher's Name] from the Michael Cohen Group. I'm calling to remind you that you volunteered to participate in a focus group about nutritional lessons for kindergarten students and handouts for parents through your child's school. The group will be taking place on [date] from [time]-[time] at [location] and you will receive \$50 as a token of appreciation. You still plan on attending, correct?

[IF YES] Great! We look forward to seeing you at [location] on [date] at [time]. If you have any questions please call [contact] at [number]. Have a good day/night.

[IF NO] I'm sorry to hear that. If you don't mind me asking, why did you change your mind? If you have any questions about the focus group I'd be happy to answer them for you.

[IF NOW YES] Great. We look forward to seeing you at [location] on [date] at [time]. If you have any questions please call [contact] at [number]. Have a good day/night.

[IF STILL NO] Well thank you for your time and consideration. Have a good day/night.