

APPENDIX A-5

CBO Introductory Letter and Sample Flyer



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**DATE:** Month XX, 2015

**TO:** [CBO Director NAME,  
TITLE]

**RE:** ACF/OPRE Study of Two-  
Parent TANF Programs,  
Conducted by the Urban  
Institute; Focus Group  
Recruitment

Dear [NAME],

I am writing to explore if [organization name] would be willing and able to assist with recruitment for focus group and one-on-one conversations we are hoping to conduct in [locality, state]. These discussions would be part of a study of two-parent families on or eligible for TANF cash assistance. The study is funded by the U.S. Department of Health and Human Services/Administration for Children and Families/Office of Planning, Research, and Evaluation and conducted by the Urban Institute, a non-profit research organization based in Washington, D.C. [If applicable:][We received your and your organization's name and contact information from [state human services department administrator], who recommended your organization as likely serving a significant number of individuals in this population (adult members of two-parent families on or eligible to receive TANF), and having a trusted relationship in the community.]

I would appreciate the chance to talk with you by phone this week to provide more information. I can tell you more about the focus groups and discussions during the call, but in the interim, I've summarized below key elements of our study and how [CBO] could facilitate recruitment.

We would like to conduct two focus groups – 90-minute group discussions with 6-to-12 adults. One focus group would include adults in two-parent families who have received TANF (cash assistance) in the past or are current recipients. The other focus group would include adults in two-parent families who are likely eligible for TANF cash assistance but have not participated in the program. Additionally, we hope to schedule up to five one-on-one hour-long conversations with the above types of individuals. The Urban Institute would provide a \$30 to \$40 gift card to each participant as a token of appreciation and to offset the cost of taking part.

We hope that your organization would be willing to help recruit participants (we have a prepared the attached flyer that could be distributed or posted).

2100 M Street NW  
Washington DC 20037

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This could mean helping to post/distribute the flyer in advance and keeping a list of individuals who wish to sign up. Additionally, we may hope to hold these conversations at [CBO], depending on logistics and availability. We would do the rest of the work, including calling signed-up participants by phone a day or two in advance of the discussion to confirm their taking part, and members of the Urban Institute team would lead and facilitate the discussions. We hope this would impose as little as possible on you and your staff.

We hope these discussions will help answer a variety of questions, including:

- What are TANF recipients/likely recipients' perceptions of the program and its services?
- What are these individuals' reasons for participating or not taking part?
- How do program rules help or hinder families from receiving assistance?
- Is it easier or harder for some families to receive benefits?
- What are these individuals' recommendations to improve services and the TANF program?

After the focus groups, we will share a summary of what we learned in a final report that will be made available to policymakers, advocates, community members, and others, but respondents in these discussions will remain anonymous, and the information we collect will be kept private.

I look forward to hearing from you and setting up a time to talk further about this study.

Sincerely,

Dr. Heather Hahn

Urban Institute Senior Fellow  
Director, Two-Parent TANF Study

*The OMB control number for the described information collection is 0970-XXXX and it expires XX/XX/XXXX.*

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# YOU'RE

# INVITED!

## We Want to Hear Your Experiences and Perspectives about Receiving ["TANF" or STATE-SPECIFIC NAME] as a Two-Parent Family

The Urban Institute needs your help for a study describing the [STATE HUMAN SERVICE DEPARTMENT] ongoing efforts to deliver cash assistance benefits, sometimes called TANF or [STATE-SPECIFIC NAME], to two-parent families.

### Please help us answer these questions:

- What is your perception of the TANF program and its services?
- What are your reasons for participating or not taking part?
- How do the program's rules help or hinder your family taking part?
- Is it easier or harder for some families to receive benefits?
- What are your recommendations to improve services and the TANF program?

### Your opinions & experiences matter!

We are looking for adults in two-parent families to participate in a focus group who have either received or are receiving TANF, or think they may be eligible to receive these benefits. **If you attend, you will receive \$40 to make up for the trouble of taking part. The discussion will last 90 minutes.**

A focus group is a lively discussion with 6 to 12 people about their views and experiences on a topic. Staff from the Urban Institute will facilitate and introduce questions for discussion. The Urban Institute is a nonprofit research organization dedicated to elevating the debate on social policy by bringing hard evidence and data to decision makers. This study is being conducted by the Administration for Children and Families, Office of Planning, Research, and Evaluation. After the focus groups, we will share a summary of what we learned in a final report, but your responses will remain anonymous.

- When:**      Date                      OR              Date  
                         Time    Time
- Where:**      Address

**Registration for the Focus Group is required.** We cannot accommodate individuals who do not register in advance. To register, [please call XXX-XXX-XXXX or visit us on the web, <https://www.---.com>]\*  
INSTRUCTIONS TO BE CUSTOMIZED AS NEEDED]

**Questions?** Please contact us through the phone number or website above. The OMB control number for the described information collection is 0970-XXXX and it expires XX/XX/XXXX.

**Participation is voluntary  
and will be kept private.**