

Recruitment Emails and/or Scripts

Any text in angle brackets "< >" indicates part of the script that will change based on the participant, or situation. The intended content (or content options) are indicated in the brackets.

Recruitment Email

Subject: Participants Needed for Research Study

Dear <NAME>

My name is _____ and I'm from <NAME OF COMPANY>. I am emailing you on behalf of RTI International (rti.org), a non-profit research organization working with a public health agency on a project about prescription drug TV advertisements. We are conducting the study to gather insights about your reactions to, preferences for, and understanding of the advertisements.

<NAME OF COMPANY> is currently recruiting participants for a new in-person research study taking place at <INSERT LOCATION> on <INSERT STUDY DATES>. The appointment will take about 25 minutes, and you will be compensated <IF LOS ANGELES MARKET: "\$75", ELSE: "\$40"> for your time. If you live in or near <INSERT LOCATION>, are interested in participating, and you want to see if you qualify for the study please feel free to contact me.

If you qualify, you will be given a chance to sign up. If not, we will continue to keep you posted on other studies that may come up in the future in your area.

Thank you in advance for your consideration. Your input is important to us. I look forward to hearing from you soon.

Sincerely,

<RECRUITER'S NAME>

<Signature line with phone number and email>

Follow Up Email

Recipients: Non-responders

Subject: Participants Needed for Research Study

Forward previous email

Dear **<NAME>**:

I recently sent an email inviting you to participate in an in-person research study about prescription drug TV advertisements for a public health agency. As a reminder, we are conducting the study to gather insights about your reactions to, preferences for, and understanding of the advertisements.

Your input is important and your participation is greatly appreciated. Please let me know by **<DATE>** whether you are interested in participating and want to see if you qualify for the study. If you qualify, we can schedule an interview time that works for you at **<LOCATION>**.

Kind regards,

<RECRUITER'S NAME>

<Signature line with phone number and email>

Confirmation Email

Recipients: Recipients who agree to participate

Subject: You have been scheduled for a study – Confirmation

Body:

Forward previous email

Dear **<NAME>**:

Thank you for signing up for a research study about prescription drug TV advertisements for a public health agency.

We really appreciate it. You have been scheduled for the following time slot: **<Insert Study Time><Insert Study Date>**

The study takes place at **<Insert study location>**. (See below for directions)

If you find you cannot attend or need to reschedule, please notify us immediately at **<Insert facility phone number>** or by email at **<Insert facility email>**.

We look forward to speaking with you then.

Kind regards,

<RECRUITER'S NAME>

<Signature line with phone number and email>

Directions to facility:

<Give direction to facility for location>

Confirmation Call Script

This is **<RECRUITER'S NAME>** calling from **<NAME COMPANY/LOCAL FACILITY>** and I'm trying to reach **<PARTICIPANT NAME>**. I am calling to you confirm your appointment with us for **<Study Time> <Study Date>**. Thank you for your time, and we'll see you on **<Study Date>**.