

Recruitment Script – Email

[Dear Mr. XXX/Dear Ms. XXX/Hello],

Summit Consulting has been contracted by the U.S. Small Business Administration (SBA) to assist with a study on the SBA Disaster Assistance Loan Program. Our goal is to help the SBA improve its communication materials in order to encourage more disaster survivors to build back stronger by applying for funds to protect their properties against future disasters.

I would like to invite you to take part in a 90-minute focus group to discuss your experience with the SBA disaster loan application process, your decision to apply, and any communication materials you received during the process. Although your participation is voluntary, your input will help the SBA Office of Disaster Assistance improve business processes, outreach strategies, and communication materials related to the disaster loans, to better serve people suffering from the impacts of natural disasters like the one you experienced.

All information you provide will be anonymous; we will not identify you by name in any reports that we produce. You will receive \$20 as a thank-you for your participation.

If you would like to participate, you can contact me at [PHONE AND EMAIL]. If I do not hear from you, I will follow up within a few days to see if you are interested in participating in this study.

If you have any questions about the research, you may contact Teresa Kline at 202.795.9800 or teresa.kline@summitllc.us. Alternatively, you may contact Stephanie Kroll (the SBA Project Officer for this study) at Stephanie.Kroll@sba.gov.

The U.S. Small Business Administration (SBA) has obtained Office of Management and Budget (OMB) approval to conduct this study under 3245-0404, which expires on 2/2/2021.

Thank you,

[NAME]

Recruitment Script – Phone (Live Conversation)

Hello,

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If you'd like to participate, we can go ahead and schedule a time for your 90-minute focus group. If you need more time to decide if you would like to participate, I can call back in a few days.

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Would you like to participate in this study?

IF YES – SCHEDULE INTERVIEW AND CONFIRM RESPONDENT'S EMAIL ADDRESS.

IF BUSINESS OWNER, CONFIRM OWNER'S NAME.

IF NO – Thank you for your time. Have a nice day.

IF NOT SURE – OK, I can follow up again in a few days. You can also contact me at [PHONE] or [EMAIL].

IF REQUESTS MORE INFO –

OPTION 1 – I can provide the email address for the task lead, Teresa Kline, who can answer your questions. Her email address is teresa.kline@summitllc.us.

OPTION 2 – I will pass along your questions to the task lead, who will be in touch in a few days.

Recruitment Script – Phone (Voicemail)

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I will call you back in a few days to see if you are interested in participating in this study. If you would like to participate, you can also call me back at [PHONE].

The U.S. Small Business Administration (SBA) has obtained Office of Management and Budget (OMB) approval to conduct this study under 3245-0404, which expires on 2/2/2021.

Thank you, and have a nice day.