

**Using Concept Mapping to Develop a Theory to Describe the Work of  
the National Domestic Violence Hotline with Family and Friends of  
Victims/Survivors – Formative Data Collection**

**Formative Data Collections for Program Support**

**0970 - 0531**

**APPENDIX B: Dual Recruitment Strategies for  
Group Concept Mapping (GCM) Activities**

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Submitted By:

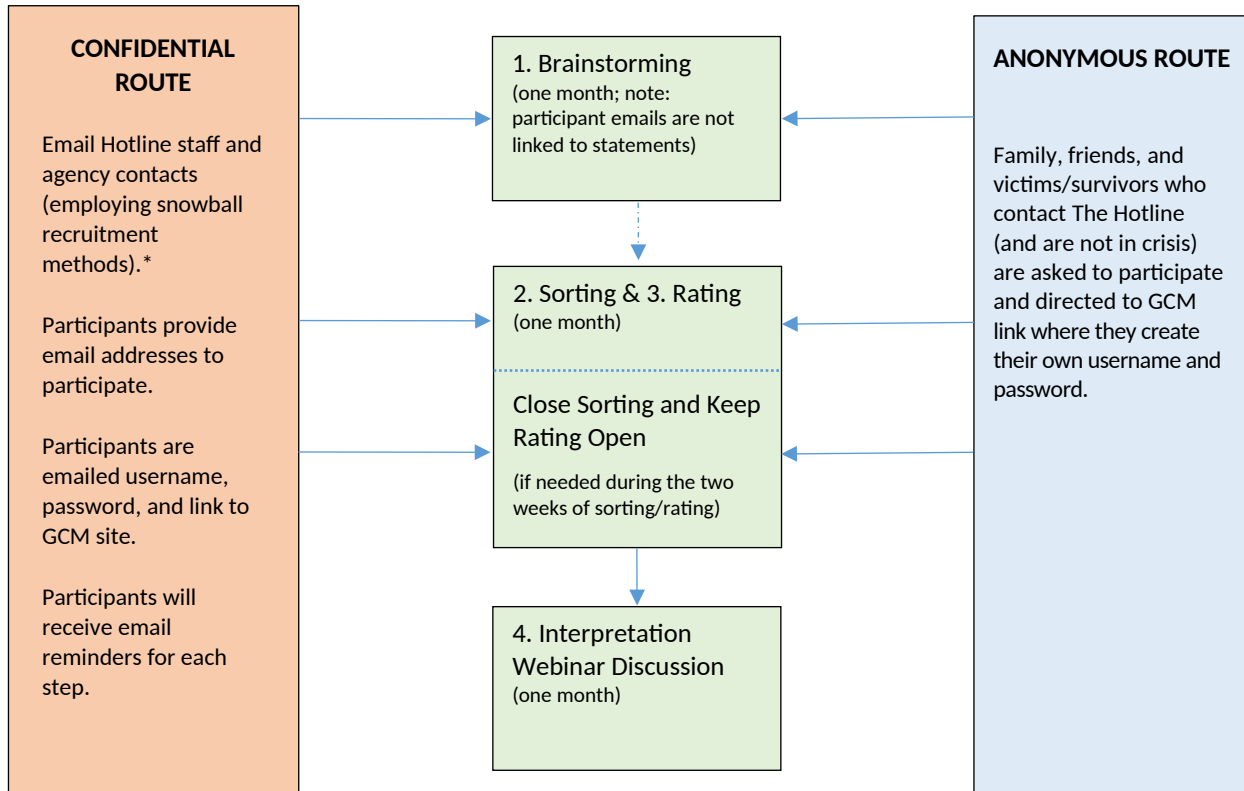
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As illustrated in Exhibit B-1, recruitment of the five participant groups for the SAF-T project GCM activities will include two routes of participation: anonymous and confidential. The sections that follow Exhibit B-1 describe each step of the recruitment process by GCM activity (e.g., brainstorming, sorting, rating and interpretation webinar).

**Exhibit B-1. Dual Recruitment Steps by GCM Activity**



\* Recruitment goal for each GCM activity = 20 participants from each stakeholder group - 1) DV practitioners/service providers, 2) staff of the National Domestic Violence Hotline (The Hotline), 3) victim/survivors of relationship abuse, 4) family members of victim/survivors, and 5) friends of victim/survivors

**1. Brainstorming Activity (Duration - one month)**

**A. Confidential Route:**

- (1) SAF-T project team sends recruitment email to potential participants (e.g., DV practitioners/service providers).
- (2) SAF-T project team emails username, password and link to GCM website to respondents who respond to the Brainstorming recruitment email.
- (3) Respondents participate anonymously (their statements cannot be linked back to them) and can return to the brainstorming activity using the link provided as many times as they wish while the activity remains open.

B. Anonymous Route:

- (1) The Hotline Advocates invite contactors (i.e., victim/survivors, family, or friends who are not in crisis) to participate.
- (2) The Hotline provides the link to GCM website.
- (3) Participants can return to Brainstorming using the link provided as many times as they wish while the activity remains open.

**2. Sorting and Rating Activities (Duration- one month)**

A. Confidential Route:

- (1) SAF-T project team sends sorting and rating invitation email to all participants who received a link to participate in the brainstorming activity.
- (2) SAF-T project team also sends sorting and rating invitations to additional stakeholders (as identified through snowball sampling) to attain 20 participants from each group.
- (3) SAF-T project team emails username, password, and GCM website link to all participants who respond to sorting and rating invitation.
- (4) Participants can complete both sorting and rating during a single session or they can return as many times as needed using their username/password while the activities remains open.

B. Anonymous Route:

- (1) The Hotline Advocates invite contactors (i.e., victim/survivors, family, or friends who are not in crisis) to participate.
- (2) The Hotline provides the link to GCM website to eligible contactors who express an interest in participating.
- (3) Participants must complete the sorting and rating activity in one session; no username/password is assigned so that full anonymity is ensured.

**Rating Only Activity (if additional participants are needed) (Duration- last two weeks of month of Sorting and Rating Activities):**

A. Confidential Route:

- (1) SAF-T project team sends an email invitation to all respondents who were provided a link to the brainstorming or to the sorting and rating activities, but who have may not have completed the rating activity.
- (2) SAF-T project team will also send an invitation to participate in the rating activity to additional stakeholders (as identified through snowball sampling) to attain at least 20 participants from each stakeholder group.

- (3) SAF-T project team emails new participants who respond to the invitation and provides them with a username, password and to link to the GCM site.
- (4) Participants can return to the rating activity as many times as needed while the rating activity remains open.

**B. Anonymous Route:**

- (1) Advocates invite contactors of The Hotline's helpline or loveisrespect (who are not in crisis and at least 18 years old) to participate.
- (2) The Hotline provides the link to GCM site to eligible contactors who express an interest in participating.
- (3) Participants must complete the rating activity in one session; no username/password is assigned so that full anonymity is ensured

**Interpretation Webinar (Duration - one month)**

**A. Confidential Route:**

- (1) SAF-T project team sends the interpretation webinar invitation email to all participants who have a username/password and confirmed participation in sorting and/or rating. Three webinar discussions are planned (i.e., one for family/friends and victims/survivors, one for DV practitioners/service providers, and one for The Hotline staff).
- (2) Participants will follow information provided in the email to join the webinar on the specified day and time. Each webinar will present preliminary findings from GCM analyses and will invite participants to provide feedback and engage in discussion.

**B. Anonymous Route:**

- (1) Because participants using the anonymous route do not provide any contact information, the SAF-T project will not be able to invite them to interpretation webinar discussion. Therefore, respondents who participate via the anonymous route will be excluded from the interpretation webinar.