Foundational Focus Groups: Email Invitation Templates

Note: ASPA will be partnering with several vendors who will complete recruitment and scheduling for the foundational focus groups. Each vendor will use the following email templates to reach out to potential participants, filling in the blanks with the relevant information for the focus groups. Vendors will primarily screen participants via phone, in which case the survey link will not appear in the study announcement email.

Study Announcement Email Template

Hello %FIRSTNAME%,

[PARTNER] is currently seeking individuals to participate in focus groups that will take place remotely via Zoom conferencing software. These focus groups will take place on [DATES] and will last 90 minutes.

If you are interested in participating, please [COMPLETE ONLINE SCREENER/CALL NUMBER]. If you qualify for this study, we will contact you to schedule a time that is convenient for you. Compensation of $75 in the form of [PAYMENT METHOD] will be provided to those who participate.

%LINK%

[If online screener]: Do not share this link with anyone. If you have colleagues, family members, or friends who are interested in participating, please reply to this email with their contact information, and we will reach out to them. Thank you!

Remote Appointment Request Email Template
Note: This email will be used as needed for those participants who complete an online screener. It will not be used for those participants who are screened by phone, as they will be scheduled for a group as part of the screener phone call.

Hello [NAME],

I hope your day is going well.

I am writing in regard to the online questionnaire you completed for a paid study about [STUDY SUBJECT]. I have received your responses and would like to invite you to participate in this study. The study is taking place remotely via Zoom conferencing software (you will need a computer with an internet connection to participate) from [STUDY TIME FRAME]. The session will be [DURATION] minutes long and compensation will be [$ AMOUNT] in the form of a prepaid Visa card, which will be sent to you via FedEx to your preferred mailing address once your participation is complete.

If you are interested in participating, then please review the times and dates below and reply to this email with your preferred availability. You can also give me a call at [PHONE NUMBER] to confirm a time. Once received, I will confirm an appointment time for you and send you an email with additional study and connectivity information.

Please note: All times listed are in Eastern Time (ET).

[LIST OF AVAILABLE DATES & TIMES]

I look forward to hearing from you!

Remote Appointment Confirmation Email Template

Hi [NAME],

It was very nice speaking with you today!

You are confirmed to participate in a remote interview about [STUDY DESCRIPTION] on [DATE & TIME]. The session will be approximately [DURATION] minutes long and will take place via Zoom conferencing software. The information gathered during this session will be used to [STUDY SPECIFIC INFORMATION]. As a thank you for your time, you will be compensated $[AMOUNT] in the form of a [insert payment method] once your session is complete.

Any time before your session, please use the link below to access our virtual consent form. The form provides additional information about our study. After you review the consent form, please type your name, select the date, and click the "submit" button to send us your completed form.

Consent form weblink: [INSERT WEBLINK]

Five minutes before your scheduled interview time, please click on the link below to connect with our researcher, [RESEARCHER NAME]. We recommend that you first try to use the voice over internet protocol (VoIP; computer speakers and microphone) to talk with the researcher through your computer, but a telephone number is also available if you have difficulties with your computer.

Please click this link to connect with our researcher: [ZOOM LINK]

If you are having trouble connecting at the time of your session, **please call [RESEARCHER] directly at [XX-XXX-XXXX]**. [S/he] will be able to help troubleshoot any connectivity issues you are having.

Remote Appointment Reminder Email Template

Hi [NAME],

This is a friendly reminder that you are scheduled to participate in a remote interview about [STUDY DESCRIPTION] tomorrow at [TIME]. The session will last approximately [DURATION] minutes and will take place via Zoom conferencing software. The information gathered during this session will be used to [STUDY SPECIFIC INFORMATION]. At the completion of the session, you will be compensated $[AMOUNT] in the form of a [insert payment method].

Any time before your session, please use the link below to access our virtual consent form. The form provides additional information about our study. After you review the consent form, please type your name, select the date, and click the "submit" button to send us your completed form.

Consent form weblink: [INSERT WEBLINK]

Five minutes before your scheduled time, please click on the link below to connect with our researcher, [RESEARCHER NAME]. We recommend that you first try to use the voice over internet protocol (VoIP; computer speakers and microphone) to talk with the researcher through your computer, but a telephone number is also available if you have difficulties with your computer.

Please click this link to connect with our researcher: [ZOOM LINK]

If you are having any trouble connecting at the time of your session, **please call [RESEARCHER] directly at [XXX-XXX-XXXX]**. [S/he] will be able to help troubleshoot any connectivity issues you are having.