

Appendix E: SIRF Customer Journey Mapping Email Template

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**SUBJECT LINE:** Customer Journey Mapping Invitation with Strengthening the Implementation of Responsible Fatherhood Programs (SIRF) Study Team

**EMAIL BODY:**

Dear [insert name],

I am writing to you on behalf of the researchers from the Strengthening the Implementation of Responsible Fatherhood Programs (SIRF) study, which is funded by the Administration for Children and Families of the U.S. Department of Health and Human Services. SIRF will use iterative learning methods to test promising strategies for common implementation challenges that fatherhood programs face.

In this activity, the study team will guide your staff through a series of activities to map the steps in your service flow in order to identify areas where the process of enrolling and engaging fathers in program activities can be improved. Following an informational webinar, the study team will host a video conference call with program staff and ask you to complete short assignments in between the webinar and the meeting. For example, program staff will create a customer persona that reflects the characteristics of a typical program participant. Finally, we will come together on a virtual meeting to review the activities and put together a complete “customer journey map” that will help us uncover insights about your program and develop design ideas for SIRF. We expect it to take just over one day of each participating staff person's time to complete all these activities.

**Please let me know the times that work best for you from the list below.** All times are in [insert time zone of the respondent]

[Insert potential meeting times]

Thank you,

[Insert name]

NOTE: The Paperwork Reduction Act Statement: This collection of information is voluntary and will be used to gather preliminary information about the fatherhood field and explore with fatherhood programs the research questions that are of interest and the design options that are feasible. Public reporting burden for this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is 0970 – 0356 and the expiration date is 6/30/2021. Send comments regarding this burden estimate or any other aspect of this collection of information, including

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suggestions for reducing this burden to Charles Michalopoulos; [Charles.Michalopoulos@mdrc.org](mailto:Charles.Michalopoulos@mdrc.org), and Dina Israel; [Dina.Israel@mdrc.org](mailto:Dina.Israel@mdrc.org); Attn: OMB-PRA (0970-0356).