

# **Appendix Y. Case Study Site Recruitment Email to States from FNS Research Team**

OMB No. 0584-XXXX

*Modernizing Channels of Communication  
With SNAP Participants*

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## Modernizing Channels of Communication With SNAP Participants: Recruitment Email to States from Research Team

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**PURPOSE:** *This email will be used to schedule a 30 minute introductory call with invited case study site SNAP agencies to discuss their participation in the study.*

**Subject:** Scheduling 30-minute intro call about FNS research: Modernizing Channels of Communication With SNAP Participants Case Study Opportunity

Good **afternoon/morning:**

As a follow up to the email from [REGIONAL OFFICE], we are writing to schedule a 30-minute phone call before the end of the year to answer any questions you have about the Modernizing Channels of Communication With SNAP Participants study and gauge your interest in participating as a case study site. By participating in this study, you will have an opportunity to showcase the progress your site has made and share best practices, challenges, and lessons learned with other States.

In brief, our team at Insight Policy Research has conducted a systematic review of mobile communication strategies in SNAP across the country. In 2020, we will be conducting five case studies across the country to get an in-depth review of state's mobile communications. In conjunction with FNS, your site has been invited to participate. Based on our preliminary research, it is our understanding that your site has [mobile app, mobile-optimized website, and/or uses text messaging] to communicate with participants about SNAP.

During the 30-minute call, we'd like to (1) answer any questions you have about the study, (2) discuss your site's willingness and ability to support this research, (3) review and make sure we have an accurate understanding of your site's mobile communication strategies and (3) lay out a rough timeline/next steps for the case study (tentatively scheduled for late 2020). We have also attached a brief project overview that contains further information about the project.

Please let us know if you and any of your colleague(s) are available for a 30-minute call during one or more of the following times next week:

- **Date and time (including time zone)**
- **Date and time (including time zone)**
- **Date and time (including time zone)**

We look forward to speaking with you!

Best,

[FNS Research Team Member]

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