

Attachment G: Recruitment Materials

Farmer Recruitment by Mail

First mailing: Notification Postcard

Front of postcard:



Back of the Postcard:

Please help us improve our understanding of USDA's Conservation Reserve Program (CRP). Soon you will receive a letter with details about participating in a CRP study. The letter will include log-in instructions for a short online study. Participants will receive monetary compensation for their time. If you have questions about this study, please email laura.paul@usda.gov.

[USDA Return
Address]

Postage

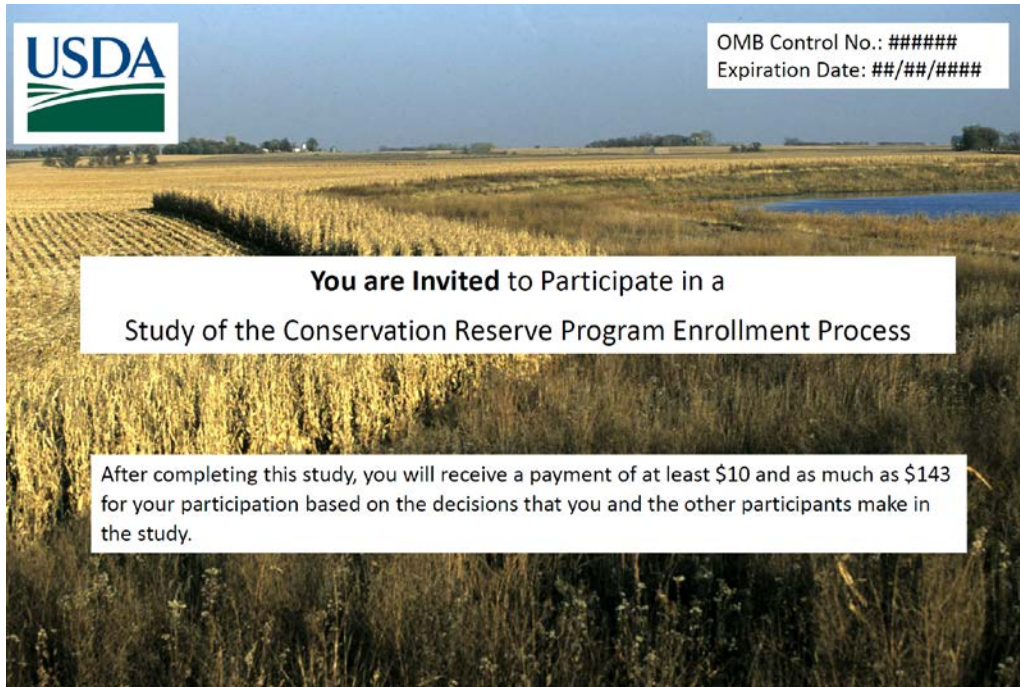
[Name]
[Address]
[City, State]
[Zip]

Notes on Content:

- The postcard intentionally uses farmer-oriented imagery and direct reference to CRP
- The posture card uses language announcing the payments for participation based on University of Delaware research showing that such announcements increase participation rates

Second Mailing: Enrollment Letter

Front Page (half fold of full sheet)



Interior Top Page

OMB Approval: #####
Expiration Date: ##/##/####

You are Invited to Participate in a Study of the Conservation Reserve Program Enrollment Process.

Why am I receiving this?

This study is sponsored by USDA's Economic Research Service in collaboration with the Farm Service Agency. The collected information will be used for a study on alternative formats for the CRP General Sign-up enrollment process.

As a prior participant in a Conservation Reserve Program General Sign-up, you are familiar with the enrollment process and will be able help us evaluate alternative approaches. Continued improvement of the program requires input from individuals like you. This is a voluntary data collection.

Disclaimer

All information which would permit identification of an individual, a practice, or an establishment will be held confidential, will be used for statistical purposes only, will be used only by USDA staff, contractors, and agents authorized by USDA to perform statistical activities only when required and with necessary controls, and will not be disclosed or released to other persons without the consent of the individual or establishment in accordance with the Confidential Information Protection and Statistical Efficiency Act (PL-107-347). By law, every employee as well as every agent has taken an oath and is subject to a jail term of up to five years, a fine of up to \$250,000, or both if he or she willfully discloses ANY identifiable information about you. Per the Federal Cybersecurity Enhancement Act of 2015, Federal information systems are protected from malicious activities through cybersecurity screening of transmitted data.

Interior Bottom Page

How to Participate:

- 1) Go to the study website: www.usda.gov/CRPstudy2022.html
- 2) Enter your unique Participant Code: [#####]

This opportunity to participate in this study closes on XX/XX/2022.

Email laura.paul@usda.gov or call/text (919) 914-0334 for help/questions.

FSA Administrator	ERS Administrator
[Name and Signature]	[Name and Signature]

Burden Statement

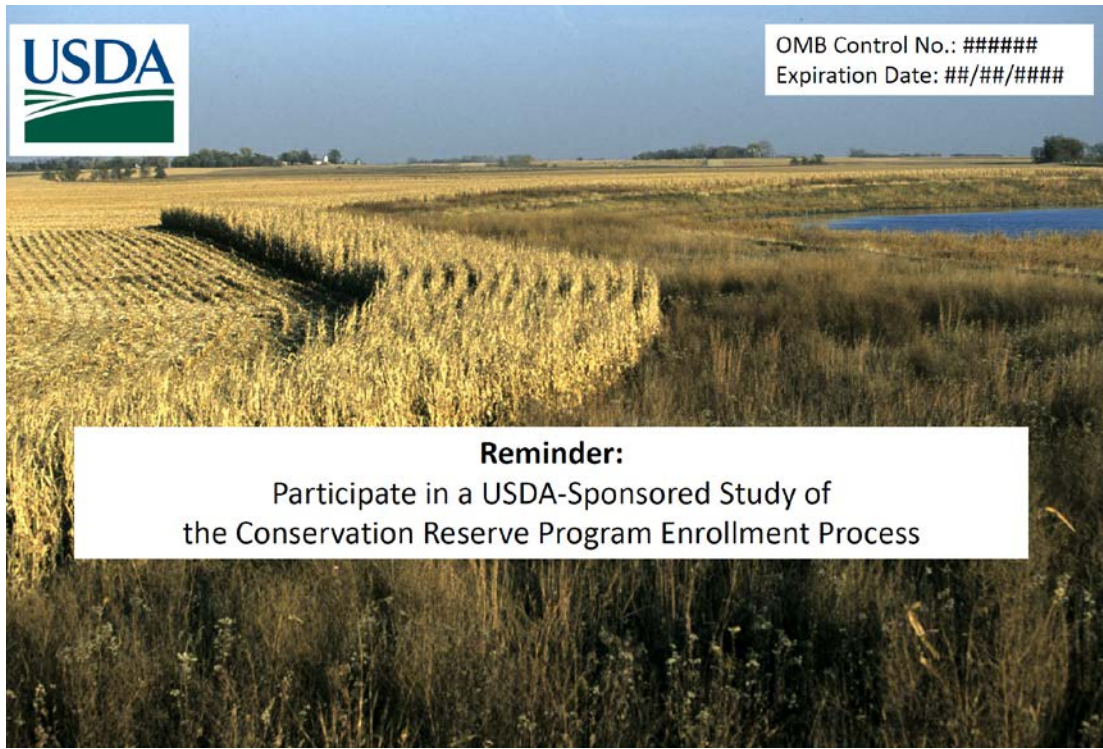
"According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0536-nnnn. In the study, you will be asked to submit an offer to a CRP-like program for three different fields. The activity, including a brief introductory video that explains the process, will take about 35 minutes of your time. The time required to complete this information collection is estimated to average 35 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information."

Exterior Back Page

[USDA Return Address]	Postage
[Name]	
[Address]	
[City, State]	
[Zip]	

Third and Fourth mailings: Follow-up Postcard

Front of postcard:



Back of the Postcard:

Please help us improve our understanding of USDA's Conservation Reserve Program (CRP). You recently received a letter with details about participating in a CRP study. The letter included log-in instructions for a short online study. Participants will receive monetary compensation for their time. The opportunity to participate in this study closes on ##/##/2022. If you have questions about this study, please email laura.paul@usda.gov.

[USDA Return
Address]

Postage

[Name]
[Address]
[City, State]
[Zip]