

Recruitment Email from Research Team to TANF Program Participants, Tablet Program Participants and Individuals Likely Eligible but Not Receiving TANF

Hello _____,

My name is [researcher] and I am part of a research team with the Urban Institute. I'm reaching out today because we received your name from [NAME], and we heard you may be interested in talking to us about the [STATE TANF program].

The goal: We are working with [STATE TANF program] on a research project to understand how COVID-19 may have changed TANF services in [STATE]. We are especially interested in how [STATE TANF program] may have helped families get internet or devices like tablets, laptops, or smart phones to make it easier to work with [TANF] staff and use [TANF] virtual services.

The questions: As part of this study, we are holding [interviews/focus groups] with [TANF program participants/TANF program participants who have received a tablet as part of the tablet program/individuals likely eligible but not receiving TANF] to hear your opinions about the program and virtual services from [STATE TANF program].

Time involved: [If interview: One hour; If focus group: 90 minutes]

How we'll do the interview: [If interview: We can send you a link for a Zoom call, or we can call you over the phone. We're happy to do whatever is easiest for you.] [If focus group: We will send you a link for a Zoom call.]

A thank you gift: As a thank you for your participation, you would receive a \$50 e-gift card after the [interview/focus group].

Your privacy: Participation is voluntary and your responses will be kept private (we do not share the names of anyone we speak with).

When: Are you available later this week for an [interview/focus group]? Here are some potential times if any work for you:

- [dates]

Thank you again for your willingness to participate in this study. Please let us know if any of these times work for you. We will follow up in a couple of days if we do not hear back from you by then. Have a nice day!

Best,

[researcher]
[phone number]