

Invitation to participate: focus groups

Example text to be emailed to those asked to take part in the project via focus groups. This email will likely be sent by a company contracted to organize in-person focus groups and may include additional text specific to that company's policy.

Dear _____,

Social scientists with NOAA Fisheries' Southeast Fisheries Science Center are interested in hearing your opinions on and knowledge of aquaculture in the region. Your input will be used to create a broader regional survey to assist NOAA Fisheries in understanding local perspectives on aquaculture.

We're inviting you to participate in a focus group to take place on _____ at _____. We expect the focus group to last one hour. If interested, please RSVP by _____. If you have any questions, please contact project leaders Adriane Michaelis (adriane.michaelis@noaa.gov) and/or Hayley Lemoine (noaa email TBD) or our company directly (focus group company email).

Thank you,
[Focus group company]