

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/virtual: 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.] [If in person: We will hold the interview/focus group at [LOCATION].]

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).

[If focus group/interview is in-person]: Since these [focus groups/interviews] are taking place in-person, the research team has taken precautions to minimize the risk of COVID-19 infection but cannot eliminate all risk of exposure. All research team members are fully vaccinated and boosted against COVID-19 and will take COVID-19 tests prior to traveling to [STATE]. Research team members will also wear masks during the [focus group/interview] if preferred by any participant. The team will also offer masks to any participants who want to wear one. [If focus group: Please note that other participants may choose not to wear masks during the conversation.] We also ask that if you are feeling ill prior to the [interview/focus group] that you do not participate in person. The research team can set up a virtual session for those who are not able to meet in person.

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]