

Attachment 4—Recruitment Outreach Materials

4a: Initial Recruitment Email

TO: [PARTICIPANT]

FROM: [RESEARCHER]

Dear [NAME],

We are writing to invite you to participate in a **1-hour interview about your experience in [DOMAIN OF EXPERTISE]**. Your perspective and expertise are important contributions to our federally-funded research study on approaches to the blending and braiding of funding in early care and education (ECE).

For your participation, you will receive a **\$50 gift card** as a thank you for your time and expertise. Please see below for an interview sign-up link and more information about the project.

NORC at the University of Chicago has contracted with the Office of Planning, Research, and Evaluation in collaboration with the Office of Head Start in the Administration for Children and Families to conduct a large-scale research project about early childhood financing policies, entitled *Financing for ECE Quality and Access for All* (or F4EQ Project for short). The project is in its early stages, and our team is looking for policy and practice experts to help us better understand the landscape of policies and approaches to ECE financing. **Your participation can help ensure that our study design accurately reflects ECE funding policies and practices.** You may find a full project description on the OPRE website [here](#).

Our team ultimately seeks to answer two broad questions:

1. For Head Start and at the state- and territory-level, what ECE funding policies exist on how to combine funds, including relevant support or restrictions?
2. To what extent do key state-level ECE policies (related to financing, workforce qualifications and supports, quality standards, and eligibility) include requirements that could support Head Start programs in expanding access, quality, and equity?

We have reached out to you because, as a **[JOB TITLE]**, you have first-hand experience with ECE financing policies. If you participate, we will ask your perspective about different structures and governance, braided funding models and approaches, decision-making processes, and the benefits and challenges of different funding models. Your participation in an interview would be completely voluntary and conducted virtually at a time that is convenient to you.

If you wish to participate, you may sign up for a time slot here: [[LINK](#)]

If you have any questions, you may respond to this email or reach out to Dr. Stacy Ehrlich Loewe, the project's Principal Investigator, at ehrllich-stacy@norc.org. This research was approved by the Office of Management and Budget (OMB), with approval **#XXXXXX-XXX**, as well as NORC at the University of Chicago's Institutional Review Board (IRB). If you have questions regarding the IRB approval process, please call this number: (866)-309-0452 or email: IRB@norc.org.

We look forward to hearing from you soon!

Sincerely,

4b: Follow-Up Email

Dear **[NAME]**,

We are following up on the email below to invite you to participate in a **1-hour interview about your experience in [DOMAIN OF EXPERTISE]**.

Optional additions to the opening statement based on non-response and timing:

- *We know you are likely very busy and we appreciate your time.*
- *Our final deadline for interviewing individuals for this project is [DATE], and we would love to speak with you before then.*

Our team is looking for policy and practice experts to help ensure that the design of a research project entitled *Financing Early Care and Education: Head Start's Role in State and Local Systems* **accurately reflects ECE funding policies and practices**. Your viewpoint and expertise are valuable contributions to the project.

We have reached out to you because, as a **[JOB TITLE]**, you have first-hand experience with early childhood education financing policies. Your participation in an interview would be completely voluntary and conducted virtually at a time that is convenient to you.

We are happy to offer a **\$50 gift card** as a thank you for your time and expertise.

If you wish to participate, you may sign up for a time slot here: [LINK]

If you have any questions, you may respond to this email or reach out to Dr. Stacy Ehrlich Loewe, the project's Principal Investigator, at ehrich-stacy@norc.org.

We look forward to hearing from you soon!

Sincerely,

4c: Follow-Up Phone Script

INTRODUCTION

Hello. My name is **[NAME]** from NORC at the University of Chicago.

Am I speaking with **[NAME OF RESPONDENT]**?

- IF YES, **CONTINUE**.
- IF NO, ASK FOR THE RESPONDENT OR A GOOD TIME TO CALL BACK.

Thanks so much for taking the time to talk with us today.

I am a part of the research team conducting the study *Financing for ECE Quality and Access for All (F4EQ)*, funded by the Office of Planning, Research, and Evaluation (OPRE) within the Administration for Children and Families, U.S. Department of Health and Human Services.

We are following up on an email we sent earlier inviting you to participate in a **1-hour interview about your experience in [DOMAIN OF EXPERTISE]**. Our team is looking for policy and practice experts to help ensure that the design of our study **accurately reflects ECE funding policies and practices**.

We recognize that your time is likely limited. However, your viewpoint and expertise would be valuable contributions to the project given your first-hand experience as a **[JOB TITLE]**. We are happy to offer a **\$50 gift card** as a thank you for your time and expertise.

Would you be interested in scheduling a 1-hour interview with us?

- IF YES, **CONTINUE**.
- IF NO, THANK RESPONDENT FOR THEIR TIME.

Great! Would you like to share your availability with me now, or receive a link to open time slots and schedule at your convenience?

- IF FIRST OPTION, **SCHEDULE INTERVIEW**.
- IF SECOND OPTION, **EMAIL RESPONDENT SIGN-UP LINK AND CONFIRM RECEIPT**.

Thank you for taking the time to speak to me today. We appreciate your time and look forward to speaking with you soon!

4d: Thank You Email

TO: **[PARTICIPANT]**

FROM: **[RESEARCHER]**

Dear **[NAME]**,

Thank you for talking with us about your experience with ECE funding systems as a part of the *Financing for ECE Quality and Access for All (F4EQ) study*. As a thank you for your time, I am pleased to provide the following **\$50 gift card**.

[GIFT CARD CODE AND REDEMPTION INFORMATION]

You may stay up to date on the F4EQ study's progress by visiting our [project page](#), which will be updated periodically as the study progresses. Please let us know if you have any questions!

Sincerely,

[RESEARCHER SIGNATURE]