

Attachment A: Grant Recipient Outreach Email Scripts

Initial Recruitment Survey Email

CONTACT: EHS program director

SUBJECT: Survey of Staff Recruitment, Training, and Professional Development in Early Head Start

Dear [NAME],

You are invited to participate in a voluntary survey about the recruitment, training, and professional development practices your Early Head Start (EHS) program uses!

The study is sponsored by the Office of Planning, Research, and Evaluation (OPRE) in the Administration for Children and Families (ACF) and will be conducted by The Urban Institute and MEF Associates.

You will find a document with the questions in the survey at this link: **[link]**. You may wish to review this document so that you can gather the information you need to answer the questions. The survey should take no longer than **30 minutes** to complete.

If you believe another person in your program would be better suited to complete the survey, please reply to this email with their name and contact information. A member of our team will send them an email invitation to complete the survey.

Only one person per EHS program should complete the survey.

Instructions:

- **To access the survey, simply click on this link: [link]**
- This link is unique to you. Please do not share it or forward it to others.
- If you experience any issues accessing the survey, or receive an error after clicking the survey link, please copy and paste the link into your browser.
- If you need to leave the survey, simply click the [Save] button and your responses will be saved. When you are ready to resume with your survey, click on the survey link provided above to continue where you left off.
- When you have completed the survey, please click the [Submit] button to ensure that your responses are included.
- If you encounter any technical problems while completing the survey, please send an email to the Urban Institute research team at staffsurveyEHS@urban.org.

Please submit your survey by **[DATE]**.

Sincerely,

[Researcher name and contact information]

Initial Recruitment Survey Email to Designee

CONTACT: EHS program director recommended designee

SUBJECT: Survey of Staff Recruitment, Training, and Professional Development in Early Head Start

Dear [NAME],

You are invited to participate in a voluntary survey about the recruitment, training, and professional development practices your Early Head Start (EHS) program uses!

The study is sponsored by the Office of Planning, Research, and Evaluation (OPRE) in the Administration for Children and Families (ACF) and will be conducted by The Urban Institute and MEF Associates.

You will find a document with the questions in the survey at this link: **[link]**. You may wish to review this document so that you can gather the information you need to answer the questions. The survey should take no longer than **30 minutes** to complete.

[Program Director Name] recommended that you complete this survey on behalf of your EHS program. Only one person per EHS program should complete the survey.

Instructions:

- **To access the survey, simply click on this link: [link]**
- This link is unique to you. Please do not share it or forward it to others.
- If you experience any issues accessing the survey, or receive an error after clicking the survey link, please copy and paste the link into your browser.
- If you need to leave the survey, simply click the [Save] button and your responses will be saved. When you are ready to resume with your survey, click on the survey link provided above to continue where you left off.
- When you have completed the survey, please click the [Submit] button to ensure that your responses are included.
- If you encounter any technical problems while completing the survey, please send an email to the Urban Institute research team at staffsurveyEHS@urban.org.

Please submit your survey by **[DATE]**.

Sincerely,

[Researcher name and contact information]

Survey Reminder Email (may be sent multiple times)

CONTACT: EHS program director or their designee

SUBJECT: REMINDER: Participate in the Survey of Staff Recruitment, Training, and Professional Development in Early Head Start

Dear [NAME],

We are writing to remind you that you have been invited to participate in a survey about the recruitment, training, and professional development practices your Early Head Start (EHS) program uses!

The survey should take no longer than **30 minutes** to complete. If you cannot complete the survey in one session, you may save your answers and return to where you left the survey by clicking on the link below. This is a unique, personal link for you to respond to, please do not share with others.

Only one person per EHS program should fill out this survey.

Our apologies if you have received this message more than once; please only complete the survey once.

Follow this link to the Survey: {Insert Person-Specific Survey Link}

Or Copy and Paste the URL below into your internet browser: {Insert Written-Out, Person-Specific Survey Link}

If you have any problems filling out this survey, please contact the Urban Institute survey team at staffsurveyEHS@urban.org.

Thank you for taking the time to participate!

Sincerely,

[Researcher name and contact information]