



CUSTOMER
EXPERIENCE

Participant Recruitment
Equitable Engagement at HUD

Participant Recruitment

Content in this document is intended for HUD's outreach partners to help HUD recruit customer research participants to participate in one-hour engagement sessions.

How HUD Outreach Partners can use this document:

1. **Email template to potential participants:** *Use the email language included in this message as a template you can send to potential participants (you can send this directly to individuals or via appropriate listservs)*
2. **Social Media post template:** *If you feel comfortable doing so, use the social media post language and graphics included this message to post on your organization's Facebook Instagram, and/or twitter pages.*

1. Email template to potential participant(s):

Hello,

Subject: Share your experience with HUD

You have been recommended by [\[Insert Name of Organization\]](#), as someone who might be willing to share your unique experiences with U.S. Department of Housing and Urban Development (HUD). What you share will be used to help HUD work to create fair pathways to homeownership.

If you identify as Black or Hispanic, and you are interested in participating in a one-hour conversation with HUD, please [ANSWER A FEW QUESTIONS](#) [\[Link to screener\]](#) to find out if you qualify for this study.

* If you qualify for this study, a person from HUD will call or email you within 1-5 days.

Thank you,

[\[Insert Signature\]](#)



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2. Social Media Post to be posted to HUD's partnering organization social media pages



Share your experience with HUD and help us to create fair pathways for homeownership.

The U.S. Department of Housing and Urban Development (HUD) is looking to speak with members of our community as part of an effort to close the homeownership gap.

If you are interested in participating in a one-hour conversation with HUD, [ANSWER A FEW QUESTIONS](#) [\[Link to screener\]](#) to find out if you qualify for this study.