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Waitlist Data Management & Burden Improvement
Participant Outreach – New Partners and Residents

Waitlist Data Management & Burden Improvement

Participant Outreach Templates

OUTREACH TO PROFESSIONALS

HUD outreach to all professionals with applicant recruitment request

Subject: Rethinking finding and applying to affordable housing waitlists

Attachments:

- Applicant social media language (see below)
- Applicant email template from professionals (see below)

The HUD Customer Experience team is trying to understand more about the affordable housing waitlist experience and whether there are ways we can better support our partners and customers through the process, specifically when potential applicants are finding and applying for these waitlists. We have already conducted some initial conversations on this topic and are looking to gather feedback on some ideas we have developed that may improve this experience.

To ensure these ideas incorporate a variety of perspectives, it is critical to speak directly to people with related experience. So, HUD is speaking to a variety of customers including: public housing agencies, affordable multifamily housing providers, families, and others.

We know you are busy and appreciate you considering helping us in this endeavor. We have two requests for you:

1. **If you are willing to join a one-hour one-on-one conversation with our team, please complete this form with your availability [[Housing Providers / Professionals Calendly link](#)] by [date].** If you can't participate, but you know someone from your office who would be available, please feel free to send this invite to them.



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We value your privacy. All your personal information will be kept securely and the information you share with us during the conversation will not have your name attached to it.

2. Second, **we would like your help connecting with individuals (residents or potential residents) that have been or are actively on a housing waitlist** who might be willing to participate in a one-hour one-on-one conversation as well. If possible, please connect us with those individuals by [\[date\]](#).

*If you are willing to help connect us with individuals, we have provided some tools to make this process as simple as possible. **You can use the content attached to this email to reach out to your community.***

- a. *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).*
- b. *If you feel comfortable doing so, use the social media post language to post on your organization’s Facebook, Instagram, and/or Twitter pages.*

When sending emails or creating social media posts, please make sure the [hyperlink to the resident form \[Applicant Screener link\]](#) is working. After potential participants complete the short form, we will take it from there and notify them if they qualify. Someone from our team will reach out to them to schedule a virtual one-hour conversation.

Please let us know if you have any questions or require further guidance when reaching out to your community.

[\[Name\]](#)

[\[HUD Signature\]](#)

OMB Control Number: 2511-0001

Expiration Date: 09/30/2024

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. The time required to complete this information collection is estimated to average 5 minutes. All responses to this collection of information are voluntary. If you



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have comments or concerns regarding this collection, please contact HUD’s Customer Experience team at cx@hud.gov.

HUD outreach to all housing providers (no applicant recruitment request)

Subject: Rethinking finding and applying to affordable housing waitlists

The HUD Customer Experience team is trying to understand more about the affordable housing waitlist experience and whether there are ways we can better support our partners and customers through the process, specifically when potential applicants are finding and applying for these waitlists. We have already conducted some initial conversations on this topic and are looking to gather feedback on some ideas we have developed that may improve this experience.

To ensure these ideas incorporate a variety of perspectives, it is critical to speak directly to people with related experience. So, HUD is speaking to a variety of customers including: public housing agencies, affordable multifamily housing providers, families, and others. We know you are busy and appreciate you considering helping us in this endeavor.

If you are willing to join a one-hour one-on-one conversation with our team, please **complete this form with your availability [\[Housing Providers / Professionals Calendly link\]](#) by [\[date\]](#).** If you can't participate, but you know someone from your office who would be available, please feel free to send this invite to them.

We value your privacy. All your personal information will be kept securely and the information you share with us during the conversation will not have your name attached to it.

Please let us know if you have any questions.

[\[Name\]](#)

[\[HUD Signature\]](#)

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OUTREACH TO APPLICANTS

Applicant email template from professionals

Hello [\[Name\]](#),

The U.S. Department of Housing and Urban Development (HUD) is exploring how they can improve the experience of people finding and applying for affordable housing. To start, HUD is talking to a variety of people and groups, such as public housing agencies, housing providers, and families. We hope you will consider sharing your valuable feedback with HUD.

Participating in a conversation with HUD will not impact your place on any waitlists. This conversation is only to learn about your experience and get your feedback on ways to improve the waitlist process. If you're looking for assistance getting affordable housing, please reach out to your [local HUD office](#).

If you are open to joining a one-hour one-on-one conversation with HUD's Customer Experience team, please follow this link and answer a few questions [\[Applicant Screener link\]](#). If you are eligible to participate, the HUD Customer Experience team will reach out to you via email.

If you have difficulty accessing the questionnaire or need any accessibility accommodations, please reply to this email stating your needs.

Thank you,

[\[Name\]](#)

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Applicant social media language

Share your experience with HUD and help us to improve the housing waitlist experience.

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 improve the experience of finding and applying to affordable housing.

If you have previously applied to an affordable housing waitlist and are interested in participating in a one-hour one-on-one conversation with HUD, **please answer a few questions** [\[Applicant Screener link\]](#). If you are eligible to participate, the HUD Customer Experience team will reach out to you via email.

HUD outreach to applicants after completing screener

Subject: Rethinking finding and applying to affordable housing waitlists

Hello [\[Name\]](#),

My name is [\[Name\]](#), and I am working with [HUD's](#) Customer Experience Team to explore how HUD can improve the experience of people finding and applying to affordable housing.

We received your information because you completed a form to be considered as a participant.

If you are still open to having a virtual one-hour one-on-one conversation with our team, please use this **Calendly link to sign up** [\[Applicant Calendly link\]](#) for a timeslot that works for your schedule. If you have difficulty signing up through Calendly, please reply to this email with your preferred time and date between [\[date\]-\[date\]](#). If you need any accessibility accommodations, please reply to this email stating your needs.

Once you sign up for a time slot, we will follow up with a consent form and a calendar invite with a virtual link. We value your privacy and want to create a space for people to share openly so that we may improve the waitlist process. All your personal information will be kept securely and the information you share with us during the conversation will not have your name attached to it.



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Participating in this conversation will not impact your place on any waitlists. This conversation is only to learn about your experience and get your feedback on ways to improve the waitlist process. If you're looking for assistance getting affordable housing, please reach out to your [local HUD office](#).

Please don't hesitate to email me with any questions or concerns you have about this research. I hope to speak with you soon.

Thank you,

[Name]

[HUD Signature]

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MISCELLANEOUS

Calendly main page language

Thank you for your willingness to share your experiences with HUD. Your participation in this research will help HUD support local partners and housing agencies in improving the experience of individuals and families finding affordable housing through waitlists.

We value your privacy and want to create a space for people to share openly so that we may improve the affordable housing waitlist process. All your personal information will be kept securely and the information you share with us during the conversation will not have your name attached to it.

If you have any questions or concerns, please feel free to reach out to [name] at [email].

Thank you again and we look forward to speaking with you soon.



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Confirmation email template

Subject: Re: [CX Team Rep Name] and [Participant name]

Thank you for signing up to share your experiences with HUD. We are looking forward to talking with you soon.

Before we speak, we ask that you please fill out a Consent Form [\[Consent Form link\]](#).

- The **consent agreement** describes your rights as a research participant and tells you more about what to expect during our conversation.

Below are the details to join our conversation at [date] and [time]:
[\[Meeting sign in links\]](#)

We are looking forward to speaking with you! Please let us know if you have any questions or if you'd like to reschedule.

Thanks,

[Name]

[HUD Signature]

Follow-up to reschedule email template

Subject: Re: [HUD Rep Name] and [Participant name]

We're sorry we missed you.

We would like to hear from you if you are still available. Sharing your experience will help HUD support local partners and housing agencies in improving the experience of



individuals and families finding affordable housing through waitlists. If you'd like to reschedule, please do so by **clicking here** [\[Calendly link\]](#).

If you have difficulty signing up through Calendly, please reply to this email with your preferred time.

If you have any questions or concerns, please feel free to reach out to [\[Name\]](#) at [\[email\]](#) or [\[Name\]](#) at [\[email\]](#).

Thanks so much,

[\[Name\]](#)

[\[HUD Signature\]](#)

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Post-interview thank you

Subject: Thank you for sharing your experience

Hello [\[Name\]](#),

We want to share our heartfelt thanks for participating in an interview and for sharing your experiences with HUD.

We will be able to increase our understanding of and our ability to improve the affordable housing waitlist experience because you shared your perspective with us.

We know it can be difficult to make time to participate and we are deeply grateful for your contribution.

If you have any questions or concerns or think of anything else you'd like us to hear about your experience, please do not hesitate to contact me at [\[email\]](#).



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All the best,

[Name]

[HUD Signature]