

## Appendix B

### Centralized Intake Administrator Recruitment Email

Subject: Request to Participate in a Centralized Intake Project for the Administration for Children and Families

To: [Centralized Intake Administrator]

From: [Mathematica Research Team Liaison]

Dear [Centralized Intake Administrator],

I hope this email finds you well. [If previously screened:] I am reaching out to follow-up on the information you provided us in [month day] about your centralized intake system, [Centralized Intake Name]. **We are writing to let you know that your system has been selected for the Understanding and Expanding the Reach of Home Visiting (HV-REACH) project.**

[If not previously screened:] I am writing to you because your organization operates [Centralized Intake System], which was **nominated for inclusion in the Understanding and Expanding the Reach of Home Visiting (HV-REACH) project.** This project is taking an in-depth look at centralized, coordinated, and collaborative ways of screening families and matching them to a home visiting program in their community.

[If previously screened: As discussed in my previous email,] the HV-REACH project aims to improve understanding of how organizations promote and expand family enrollment in home visiting programs as well as understanding about families' experiences with centralized intake systems. If you participate, beginning in [month year], the study team will conduct virtual interviews with staff at your organization and home visiting programs that you partner with who are knowledgeable about the centralized intake system. The study team will also conduct virtual interviews with families in the home visiting program referred through the system. Although we have planned on conducting virtual site visits for the data collection, we may be able to conduct all data collection activities in person if a site prefers this mode. Please see the attached FAQ for additional details.

The project team is conducting this study on behalf of the Administration for Children and Families and the Health Resources and Services Administration (HRSA).

**To:** PROGRAM DIRECTOR]  
**From:**[Recruiter's name and title]  
**Date:** [DATE]  
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**I will call you soon to discuss your organization's participation in the study and next steps for inviting your partnering home visiting programs to participate.** I will ask you to nominate two or three home visiting programs that your centralized intake system recently made referrals to and to **connect me to them to see if they are interested in participating in the study.** During this call, I will also provide additional details about the study and answer any questions you have.

If you and up to two of your partnering home visiting programs agree to participate, a member of my team or I will follow up to schedule the interviews, which we hope to begin in [month year]. You will receive \$60 as a thank you for participating in the interview and connecting us to the nominated home visiting programs. Staff at the participating home visiting programs will also receive tokens of appreciation for their participation (please see the FAQ for details).

Please let me know if any of the following days and times work for you to discuss your organization's participation in the study. If they do not, please suggest days and times that would work better for you. I understand you are busy, so I will reach out to you if I do not hear from you in the next couple of days.

- [day/time 1]
- [day/time 2]
- [day/time 3]

I greatly appreciate your consideration for this study and will remain attentive to your needs, as well as those of the staff and families from participating home visiting programs. If you have questions about the study or your involvement in it, please contact me at X@mathematica-mpr.com or (XXX) XXX-XXXX.

Sincerely,

[Name and title of Research Team Liaison]