

APPENDIX D.

Outreach materials for pilot costs and resources workbook

D1. OUTREACH EMAIL TEMPLATE

D2. THANK YOU EMAIL TEMPLATE

General instructions for interviewers

Use these materials to guide your outreach and communication with pilot staff for completing the costs and resources workbook. Tailor the templates as needed based on the state's TANF program and pilot, the timing of the outreach, information available from other sources, and the respondent.

From: State recruiter

CC: State Lead or POC

Subject: Sharing pilot cost information with Mathematica for the TANF Pilot Evaluation

Attachment: Pilot costs and resource workbook

Dear [NAME],

As you may know, [STATE TANF PROGRAM] is participating in the TANF Pilot Evaluation authorized by the Fiscal Responsibility Act of 2023. Mathematica and its partners, The Adjacent Possible and the American Public Human Services Association, are conducting this evaluation under contract with the Administration for Children and Families at the U.S. Department of Health and Human Services. The TANF Pilot Evaluation will help policymakers, program administrators, and researchers learn more about measuring program performance in TANF programs.

We are reaching out to you because you [DESCRIPTION OF ROLE] for [TANF PROGRAM/PILOT NAME]. *[If needed: [POINT OF CONTACT'S NAME] passed your name on to me as someone who has been involved with the pilot, etc.]* As part of this study, we are asking for your assistance completing the attached **Pilot costs and resources workbook**. This workbook will help us understand (1) the costs of setting up and launching the TANF pilot and (2) how costs might change over the course of the pilot implementation. The information gathered in this workbook will not be used to monitor TANF spending. It is for research purposes only. Your individual responses will be kept private and will only be used for research purposes and not shared with anyone outside the evaluation team.

The workbook is designed to document all resources—both financial and in-kind—used to support the pilot, including:

- **Start-up costs**
- **Staff and contracted personnel** in roles that support program management, service delivery, and performance measurement in the TANF program
- **Contracted services** that support service delivery to TANF participants and program management and performance measurement
- **Purchased services** to support activities or services provided to TANF participants and any direct payments made to participants

Our goal is to make this request as low burden to complete as possible. To that end, we would like to schedule a call to discuss the workbook, answer your questions, and talk about next steps.

Please respond to this email with your availability on the following dates:

[LIST OF DATE/TIME OPTIONS]

Before our call, please take a moment to:

1. **Review the attached workbook** to become familiar with its structure and the types of information requested.
2. **Identify any data sources or reports** that already contain relevant cost information.
3. **Note any questions** or areas where your team may need clarification or support.
4. **Review the timeline and schedule** for completing the workbook and outline any follow-up meetings needed.

Thank you again for your time and collaboration in this important effort. If you have any questions or concerns, please contact me at [EMAIL] or [PHONE]. For additional context about the TANF Pilot Evaluation or this request, you may also contact [name of state liaison] at [EMAIL] or [PHONE] who has been working closely with the TANF Pilot Evaluation Team.

Sincerely,

[RECRUITER NAME]

PAPERWORK REDUCTION ACT OF 1995 (Public Law 104-13) STATEMENT OF PUBLIC BURDEN: Through this information collection, ACF is gathering information to learn more about measuring program performance in TANF programs. Public reporting burden for this collection of information is estimated to average 4 hours per respondent, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. This is a voluntary collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act of 1995, unless it displays a currently valid OMB control number. The OMB # is 0970-0XXXX and the expiration date is XX/XX/XXXX. If you have any comments on this collection of information, please contact Quinn Moore at QMoore@mathematica-mpr.com.

[Instructions to sender: Send 1 business day after workbook completion]

Hi [NAME],

Thank you for completing the Pilot Costs and Resources Workbook as part of the TANF Pilot Evaluation.

Your input is very helpful as we work to better understand the resources involved in setting up, launching, and implementing the pilot, including how costs may evolve over time. This information will support the evaluation's broader goal of helping policymakers, program administrators, and researchers learn more about measuring program performance in TANF programs.

The information collected through the workbook will be used for research purposes only. Individual responses will be kept private.

Please don't hesitate to reach out if you have additional changes or thoughts to share.

Thank you,

[NAME]