

Email or Letter Recruiting Materials – Example 1

Date

Dear (salutation):

Influenza (“the flu”) is a common disease affecting millions of Americans each year. Some people choose to take a vaccination (*flu shot) each year to decrease their risk of getting the flu. The New Research Center together with the West Texas Research on Disease Control Center, is trying to learn more about why some people choose to get a flu shot and others do not.

Enclosed is a short survey asking questions that many help us to understand this issue. No information will be gathered that could personally identify you, and we would ask that you not put your name on the survey. By filling out and returning the survey, you may help us better understand how we can protect the people of West Texas from influenza. A return-addressed stamped envelope is provided for your convenience. Thank you for your time and consideration in helping us answer this important question.

If you have any questions, please do not hesitate to call Dr. Researcher at XXX-XXX-XXXX.

Sincerely,

Dr. Researcher
Title/University
Address
Phone Number

Email or Letter Recruiting Materials – Example 2

Dear (Name):

We are currently conducting a study and would like to invite you to participate.

The study is looking at how you and your child relate during games and conversations. Two research assistants will visit you and your child in your home for a visit lasting approximately 90 minutes to 2 hours. We will record some conversations between you and your child, then we will ask you to complete some surveys while your child engages in additional tasks with one of our research assistants. Home visits can be scheduled at a day and time that is convenient for you. We are available evenings and Saturdays. We know that many families have more than one child, and one of our research assistants can watch over your other children while you are participating with (subject).

To thank you for your time, you will receive \$40 and your child will receive a small gift.

Please call XXX-XXX-XXXX next week if you are interested in participating in this study. You can also email us at doctor.researcher@ttu.edu.

We hope that you can help us understand more about the development of children. We look forward to working with you and your child.

Sincerely,

Dr. Researcher
Contact Information