**Guidelines and Templates for Email/Letter Recruitment of Human Subjects**

*When engaging human subjects for research, it is the duty of the researcher to ensure the* ***confidentiality*** *of the participants, to refrain from exerting any* ***undue influence****, and to present an* ***accurate description*** *of the study's aims and the implications of participation.*

**Detailed Disclosure**

The message you craft for recruitment should clearly articulate the aim of your study and detail what being a participant involves. Even brief online descriptions should furnish ample details to support an informed choice, particularly if the study necessitates travel or significant time investment. Typically, you should incorporate:

* Your complete **name, professional title**, and the **name of your institution**
* Explicit instructions on how to **reach you** for queries or interest in joining the study
* A definitive note confirming the **voluntary** basis of the research
* The intent of the research (what outcomes or knowledge you aspire to achieve)
* Criteria for participant selection - delineating who is **eligible or not** for the study
* An account of all the **activities tied to the research, their venues**, and the **time commitment** expected
* The subjects or issues your research will address
* Details on any participant compensation or rewards, if provided
* A link to any online surveys or questionnaires you're using.

**Review of Recruitment Materials**

The IRB will need to inspect all recruitment-related content, so your submission must include all forms of engagement with potential participants, encompassing:

* Emails
* Written letters
* Social media posts
* Scripts for verbal recruitment (used in-person or over the phone)

**Specialized Materials for Varied Participant Groups**

Distinct recruitment materials should be drafted for each participant group if your study includes diverse groups.

**Procuring Feedback for Recruitment Materials**

You are encouraged to seek feedback during IRB writing sessions. It is advisable to attend the session dealing with eligibility criteria prior to the one about recruitment materials.

**Pre-IRB Submission Review Checklist**

Ensure the following before presenting your recruitment materials to the IRB:

* The alignment of eligibility requirements and research activities throughout your recruitment content, consent forms, and IRB submission, maintaining precise wording.
* The preparedness of the document for participants, which entails removing any instructions, highlights, annotations, or previous feedback.

**Recruitment Email/Letter Template**

*This template should be employed when conducting research involving human subjects and when you are seeking participants through email or written correspondence.*

My name is [Your Name], and I'm currently pursuing a doctoral degree at [Institution’s Name]. I'm reaching out regarding a study I'm conducting, which aims to [provide a brief, layperson-friendly explanation of your research goal].

I am seeking participants who fit the following profile:

1. [Detail the criteria for participation, organized from the most general to the most specific. These must be consistent with the criteria outlined in your IRB-approved documents.]

Should you choose to participate, you will be involved in:

1. [Enumerate the research activities in the order they will take place, including the type of activity (e.g., survey, interview), the location or digital platform for any live sessions, and the duration of each task. These should exactly match the descriptions in your IRB documentation.]

Throughout these activities, discussions will center around:

1. [Summarize the topics, including any demographic inquiries and sensitive subjects like past experiences with abuse or PTSD, without copying directly from your data collection tools.]

[If offering a stipend or other compensation, specify the details, such as: “Participants will be thanked with a $ gift card sent via email after completing the interview.”]

[Depending on the nature of your primary research activity, include the appropriate call to action:]

For an asynchronous activity such as a survey or questionnaire: If you’re interested in this research, please access the study via this link: [insert link]. For further information or queries, reach out to me at [your contact information].

Or

For a synchronous activity like an interview or focus group: Should you be interested in this study, or if you have any questions, I’m available at [your contact information].

We appreciate your willingness to consider involvement in this voluntary study!

[Your Name]