## Recruitment Templates for Research Studies

The word “research” must be included in all recruitment materials.

## Sample Recruitment Email

You are invited to participate in a research study. The purpose of the research study is *(state the goals or objective of the research study)*. The study procedures include (*briefly describe study procedures and duration*). Participants will be compensated (*include if applicable amount and how).* Participation in this research is voluntary.

If you are interested in participating, (*describe what they need to do if interested).*

This study is being conducted by researchers from the George Washington University (GW) under the direction of Dr. (*Name of Principal Investigator).* If you have any questions, please contact (*insert primary contact’s name and contact information*).

Thank you,

(*insert name*)

## Sample Recruitment Verbal Script

Hi. My name is (*insert name*). I am part of a research team from the George Washington University (GW). I’d like to invite you to participate in a research study. The purpose of the research study is *(state the goals or objective of the research study)*. Participants will be expected to (*briefly describe study procedures and duration*). Participants will be compensated (*include if applicable amount and how).* Participation in this research is voluntary. If you are interested in participating, (*describe what they need to do if interested).* This study is being conducted by researchers from GW under the direction of Dr. (*Name of Principal Investigator).* If you have any questions, please contact (*insert primary contact’s name and contact information*).

## Sample Social Media Posting

Researchers at the George Washington University (GW) are conducting a research study on *(state the goals or objective of the research study)*. Participation is voluntary and involves (*briefly describe study procedures and duration*). Compensation of (*include if applicable amount and how)* will be offered. To participate (*describe what they need to do if interested).* If you have any questions, please contact (*insert primary contact’s name and contact information*).

[If sensitive topics are involved in the research]

Social media platforms have access to the information collected through their site/app. Your individual settings determine the privacy of your likes, shares, comments, and posts on the site/app. Social media platforms may reveal or confirm that you have participated in the study based on their policies and practices.