

## Tips for Creating an Effective Contact Message

Your IRB approved recruitment contact message serves as your study's first introduction to volunteers. It is a key deciding factor in a volunteer choosing whether or not to release their contact information. Make it count!

1. **Focus on meaning:** highlight why the study matters and how the results will be used
2. **Make important details of the study clear:** include key details around eligibility, time required to participate, and compensation
3. **Language:** Use clear, concise language and simple medical terms (use resources like University of Michigan's plain language medical dictionary)
4. **Use formatting to your advantage:** avoid long blocks of text and use bullet points to visually break up long sections
5. **All research is voluntary, some offers compensation:** inform your potential participants if you will compensate for their time or not. A dollar amount may be entered but is not necessary.

### Example Contact Messages – “Do’s” and “Don’ts”

Our ResearchMatch Volunteers provide constructive feedback about survey messages. Messages that look like this one could be improved. Please consider the revised message below.

We would like to know your thoughts about COVID-19

You can take this survey if you are:

Over 18  
Live in the US  
Speak English

This is Voluntary

#### What this message does well:

- The researcher chooses the message recipients, so basic demographic criteria are not necessary
- Clearly describes the study purpose
- Provides compensation and highlights the chance of winning
- Shows how the research connects to broader health outcomes

The purpose of this study is to gain a better understanding of how responses on a COVID-19 questionnaire correspond with screening for mental health problems and medications being prescribed. The result of the questionnaire will be kept confidential at the XYZ Medical Center.

We hope that the new questionnaire will be useful in enhancing the process of prescribing medications for various mental health-related problems.

- The questionnaire consists of 85 multiple choice questions and takes approximately 20 minutes to complete.
- It includes questions regarding mental health history as well as currently prescribed medications (if any).

Those who complete will be eligible to participate in a raffle during which 20 \$10 Amazon gift cards will be distributed.

There is about a 2% chance you will win the card.

Thank you for your time and assistance.