**Recruitment Materials - Email Template or In Person Plea**

Advertisements and recruitment materials should incorporate the following basic guidelines:

1. The approach is straightforward and honest.
2. Easy for subjects to read and understand (for example, be sure to use non-technical/scientific terms).
3. “Research” is specified.
4. Eligibility criteria, purpose and benefits are included.
5. If you are asking about sensitive topics (i.e., alcohol use, drug use, violence, mental health) please include specifics.
6. If compensation is listed, language should clarify that the compensation is for time, trouble and/or expenses involved with being a research participant.
7. The contact person’s name is included.
8. Our institution and your department is identified.

**Instructions: Statements in red and *italics* are examples of recruitment information. Delete all instructions before submitting to the IRB. Text in black can be modified as it pertains to your study.**

**What to include**  
Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I (am writing/would like) to let you know about an opportunity to participate in a research study about <<study topic *including the purpose of the study and the activities that the participant will be involved in*>>. This study will involve<< brief description If audio-recording, etc. include…During the study, I will be video-recording, audio-recording, photographing, etc. Include only what may be applicable.

It will take about \_\_\_ minutes of your time. If more than one session spell out specifics.

If you are \_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_ you may be eligible to participate. Include all eligibility requirements.

If you have no requirements, but it is for adults, include: You must be 18 years of age or older to participate.

If you have any questions, please contact \_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Thank you for considering participation in this study. This study has been approved by the Montclair State University Institutional Review Board, Study no. \_\_\_\_\_\_\_\_\_\_\_\_\_.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Faculty Member/Undergrad Student/Masters Student/Staff Member

Department Name, Montclair State University

**What to leave out:**“This is part of my requirements to receive my Master’s Degree.”

“Win a free iPad!” “Free, free, free”

“Please help me finish my degree by participating in this study, I only need a few more people to sign up!”

Advertisements must not over-emphasize compensation or use catchy words such as "fast", "exciting", "cutting-edge", and "free". Extravagant attention-getting devices such as extremely large, bold typefaces and dollar signs should be avoided.