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| |  | | --- | | **Tips for Creating an Effective Contact Message** | | |
| |  | | --- | | Your 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**](https://urldefense.proofpoint.com/v2/url?u=http-3A__r20.rs6.net_tn.jsp-3Ff-3D0010KuIr0NgR-5Fh8QHW00hUPEVILMhgPHJKijRTZuezUuPEK6bZ89YFPzAYJP3K4BxUZrYnjzHhnQiaSD1NMLMegxl5VxE66rEpTUk9pwfgoWYJNB3pHGJk8Hjr2-5FzAwmKEokC0G3Hqbi4-5FE5cT0Zv4nHwWt0bDg0-2Dq69KuttfOSE4nrn8lFpj36xw-3D-3D-26c-3DplHZHcjv1393gqQ3EbCyGAX4juwm5KcLVP1dVWtkPvBzUBaNIQposQ-3D-3D-26ch-3DQ-2Due6b5s0fsK-2DiuuYggiTsR3zm9xoUNjrW1-2DKqu3eyy8C5tcieAx7Q-3D-3D&d=DwMFaQ&c=k9MF1d71ITtkuJx-PdWme51dKbmfPEvxwt8SFEkBfs4&r=_pqQ4xj-IIwBd75-Z_2MX38johncCcGoaz1pwKQcD74&m=vlPLDGWnZfjqVqL4GaPwzfCPHGRcuTMbroMKhdTGn1E&s=GYBy9gmTGnLKevweS6cA87RPjvMFbUmToOopX_hAXQE&e=)) 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 6. **It must be IRB approved.**   In addition, the ResearchMatch team recently presented a Trial Innovation Network Collaboration webinar focused on optimizing recruitment messaging, utilizing REDCap survey options, returning value to research participants, and strategies when using ResearchMatch during the time of COVID-19. A recording of the webinar is available [**here**](https://urldefense.proofpoint.com/v2/url?u=http-3A__r20.rs6.net_tn.jsp-3Ff-3D0010KuIr0NgR-5Fh8QHW00hUPEVILMhgPHJKijRTZuezUuPEK6bZ89YFPzAYJP3K4BxUZvflAFuahJ-2D64sLq2x8YkXLT-5FczAVBtQmiRIxbOGUDOHXDkSieEcpoITr4jpM75VbbMDj9zFQkviLTAiXSvBka1PteW26kFLBmh1boNlXcR33a4b5wb8CSDv8kZQXnWaLo4EX3053j-2DhpmYKJkA0QzYyGq-2DcLHq58QxKA1Ak7rTnM0VIBTSxYq12VDD2r-2DWtHSAbAlrR8IKzQuAG3X4eDqLyZg0KTJ-2DyhD9hJApMsGNhVhLsvxNhOc7pqIwP8SVhgV2J2nByZJWqB80H-2DW5RZvQ-3D-3D-26c-3DplHZHcjv1393gqQ3EbCyGAX4juwm5KcLVP1dVWtkPvBzUBaNIQposQ-3D-3D-26ch-3DQ-2Due6b5s0fsK-2DiuuYggiTsR3zm9xoUNjrW1-2DKqu3eyy8C5tcieAx7Q-3D-3D&d=DwMFaQ&c=k9MF1d71ITtkuJx-PdWme51dKbmfPEvxwt8SFEkBfs4&r=_pqQ4xj-IIwBd75-Z_2MX38johncCcGoaz1pwKQcD74&m=vlPLDGWnZfjqVqL4GaPwzfCPHGRcuTMbroMKhdTGn1E&s=wwMoZArdjnvUpeQT2ejJ9nIyFktr-7_ICNqLu2zvfnI&e=). | | |
| |  | | --- | | https://files.constantcontact.com/60465c81401/acc6422e-46a8-4b31-8389-12c0532797e6.png | | |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif | | | |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif | | |  |  | | --- | | Our Volunteers provide feedback about survey messages and not all are positive.  ﻿  Messages that look like the one on the left could be improved. Please consider the alternative one below. | | |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif | | | |
| |  | | --- | | https://files.constantcontact.com/60465c81401/1885125f-cb6a-4445-b2e7-ff83873bd6be.png | | **What the above 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* | | |