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| **Tips for Creating an Effective Contact Message** |

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| 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=).   |

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| 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. |
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| **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*
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