

Guidelines for Recruitment Emails, Fliers, etc.

Recruitment materials such as emails, fliers, and online posts are important pieces of information that can aid participants in making informed decisions about participating in your study. First impressions are important and maintaining a professional and well-communicated recruitment flier is vital.

Recruitment materials must be included in your Cayuse protocol for review by the IRB.

All recruitment emails, fliers etc. must include the following information:

1. The protocol number and a statement that the study was approved by the CSUB IRB.
2. An introduction to the study including the name and contact of the PI, the purpose of the study (as far as you can disclose), and a brief description of what the participants will be asked to do and how to contact the PI to volunteer to participate if the study is not completely anonymous.
3. The inclusion criteria.
4. If the flier is for an online survey, the link to the survey should be included.
5. If the flier is for online interviews, a link to a copy of the consent form for the participant's records should be included since they will not be giving documented consent.
6. The approximate amount of time the participant will need to complete the study.
7. It is important that compensation amounts not be in larger font than the other information as that should not make the other information less likely to be read. (Please see CSUB Guidelines on compensation for research for further information on compensation.)
8. Make sure that artwork, if included, does not distract from the information above and that the recruitment is easily readable.

Please note that any fliers used on the CSUB campus must have university approval as well before you may post them.