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| |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | [https://files.constantcontact.com/60465c81401/c0ae23eb-0f38-4d43-9670-b3adedab4421.jpg](http://r20.rs6.net/tn.jsp?f=0010KuIr0NgR_h8QHW00hUPEVILMhgPHJKijRTZuezUuPEK6bZ89YFPzHYv9vs5Oqg_uwN0b2-iUiiYgYsblO46VuLrFPiwUxV9aQ3Jser6HCZ5ZOTsgL2RxJxt1473sqNgfw0wj3gt9l4k0Iu8Ppbjtvxfzq-ZN_Tz&c=Ju6uXaHNGG7BYJIBcwawiau70HFK3DY3B_fzgyMexdKKUMdQYO-mRQ==&ch=zHTu3FB0B1owM6JYUMUSRlSmnyzjegjsyKfvCUetVPHJ8sGp8VkPhQ==) |  |  |  |  | | --- | --- | --- | | |  | | --- | | **Researcher News** | | **July 2020** | | | |
| |  |  |  | | --- | --- | --- | | https://imgssl.constantcontact.com/galileo/images/templates/Galileo-Template-Images/NewsletterBasic/NewsletterBasic-HeaderShadowLeft.png |  | https://imgssl.constantcontact.com/galileo/images/templates/Galileo-Template-Images/NewsletterBasic/NewsletterBasic-HeaderShadowRight.png | |

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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**](http://r20.rs6.net/tn.jsp?f=0010KuIr0NgR_h8QHW00hUPEVILMhgPHJKijRTZuezUuPEK6bZ89YFPzAYJP3K4BxUZrYnjzHhnQiaSD1NMLMegxl5VxE66rEpTUk9pwfgoWYJNB3pHGJk8Hjr2_zAwmKEokC0G3Hqbi4_E5cT0Zv4nHwWt0bDg0-q69KuttfOSE4nrn8lFpj36xw==&c=Ju6uXaHNGG7BYJIBcwawiau70HFK3DY3B_fzgyMexdKKUMdQYO-mRQ==&ch=zHTu3FB0B1owM6JYUMUSRlSmnyzjegjsyKfvCUetVPHJ8sGp8VkPhQ==)) 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**](http://r20.rs6.net/tn.jsp?f=0010KuIr0NgR_h8QHW00hUPEVILMhgPHJKijRTZuezUuPEK6bZ89YFPzAYJP3K4BxUZvflAFuahJ-64sLq2x8YkXLT_czAVBtQmiRIxbOGUDOHXDkSieEcpoITr4jpM75VbbMDj9zFQkviLTAiXSvBka1PteW26kFLBmh1boNlXcR33a4b5wb8CSDv8kZQXnWaLo4EX3053j-hpmYKJkA0QzYyGq-cLHq58QxKA1Ak7rTnM0VIBTSxYq12VDD2r-WtHSAbAlrR8IKzQuAG3X4eDqLyZg0KTJ-yhD9hJApMsGNhVhLsvxNhOc7pqIwP8SVhgV2J2nByZJWqB80H-W5RZvQ==&c=Ju6uXaHNGG7BYJIBcwawiau70HFK3DY3B_fzgyMexdKKUMdQYO-mRQ==&ch=zHTu3FB0B1owM6JYUMUSRlSmnyzjegjsyKfvCUetVPHJ8sGp8VkPhQ==). | |

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| |  | | --- | | https://files.constantcontact.com/60465c81401/acc6422e-46a8-4b31-8389-12c0532797e6.png | | |  |  | | --- | --- | | |  | | --- | |  | | |  |  |  | | --- | | 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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| |  | | --- | | 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* | |