

**Email Script for Recruitment**

(to be used when the contact information is publicly available or appropriate permissions to use email have been received)

**Subject Line: Invitation to participate in research [or other neutral, non-incentivizing subject line]**

Hello,

We have received your email address from **[insert method of obtaining contact information].** You are being invited to participate in a study that we, [**insert who the researchers and the PI are**] are conducting. Briefly, the study involves [**provide a brief summary of what participants will be asked to do, time commitment, compensation and location**].

\**If you will be sending a reminder email, please make it clear in this email that you will be sending a reminder, when it will be sent and how many reminders you will send.*

*\*If this email is being sent for recruitment only and the potential participant is to contact you if they wish to participate please use this wording below\**

If you would like more information on this study or would like to receive a letter of information [if not already attached to this email] about this study please contact the researcher at the contact information given below.

**OR**

*\*If this email is being sent to introduce an online survey, the survey link should be provided and the first page should be the letter of information\**

If you would like to participate in this study please click on the link below to access the letter of information and survey link.

Thank you,

Researcher’s name

Researcher’s affiliation

Researcher’s email address

Researcher’s telephone number

If applicable: Student Contact

 Email

 Phone

 Affiliation

Note to Researchers: The Health Sciences REB (HSREB) will not approve recruitment materials with statements detailing value of compensation. For example, “You will receive up to $80 for participating in this study” is unacceptable due to the potential for coercion. However, a general statement such as “You may be compensated for your time/transportation” is acceptable