*The recruitment checklist and example text below are intended to provide an overview and examples of the basic information required in recruitment materials. Further details may be added if/where needed depending on the specific study. Please adapt the style, content and language of the form for your study and your participants. Where several groups of individuals will take part in different components of the research, separate recruitment materials might need to be developed for each group to keep the description simple and specific.*

*Ensure the recruitment material content is consistent with the information provided in the REB application form. Use ordinary language, understandable by a layperson. Although there is no perfect number, and it will depend on your specific sample, a Flesch-Kincaid reading level of grade 8 (https://goodcalculators.com/flesch-kincaid-calculator/) is suggested for a general, English-speaking population. Please verify spelling and grammar. The recruitment materials should be written in the second person. Participant is ‘you’, not ‘I’ or ‘they’. If acronyms are used, they must be written out in full the first time they are used, with the acronym in parentheses.*

Recruitment checklist

* Label recruitment materials as e.g., “recruitment script”, “recruitment email”, “social media recruitment” in your REB submission (to be removed for use with participants), being as specific as necessary so that (together with the information in the application form) reviewers know exactly what it corresponds to/how it will be used.
* Why you are contacting them, if doing so directly (e.g., signed up to find out about future research as part of a previous study).
* Title of the study
* Name, affiliation, and contact information of the lead researcher
  + If the lead researcher is a student, indicate that the research is part of their degree program
  + If the lead researcher is a student, also include the name and contact information of the supervisor (i.e., the PI on the REB file)
* Inclusion/exclusion criteria (who can participate?)
* What participation entails, noting the following for each component of the research, if there are multiple (e.g., a survey and an interview)
  + Type of activity (e.g., survey, focus group, participation in exercise program)
  + Place (e.g., online, at UPEI)
  + Approximately how long it will take (e.g., 10-15 minutes; 30 minutes per week for three weeks)
* Any research incentive, including the nature/type, amount, and odds of winning if relevant
* How to find out more and participate if interested.

Example text for recruitment materials

*The italicized text is only for guidance. Delete all italicized text when creating your own recruitment script. Text that is not italicized is approved for use.*

**Recruitment poster**

**Volunteers wanted for research study**

**[Title]**

by UPEI PhD student, **[NAME]**, supervised by Dr. **X, UPEI Department of X**

**[EMAIL ADDRESS OF PI]**

Those 18 years+ who currently have a dog and live in PEI may participate

Complete a 10-15 minute anonymous online survey

1 in 50 chance to win a $25 gift card

Scan the QR code, or follow this link, to find out more and participate.

**Recruitment email (e.g., sent by relevant organization)**

Hello!

Dr. ***X*** and PhD student, ***X*** from the Department of ***X*** at UPEI are doing a study called “***[TITLE]***”. They are looking for volunteers who are 18 years+, currently have a dog, and live in PEI to complete a 10-15 minute anonymous online survey. Participants can enter for a 1 in 50 chance to win a $25 gift card.

To find out more, and to participate, follow this link: ***[provide URL]***

If you have any questions, please contact the researcher at ***[email address]***.

Thank you,

**Recruitment email (e.g., sent by researcher to previous study participants who consented to be contacted)**

Hello!

***[Approximately when, e.g., Last year]***, you participated in my previous research study entitled “***[TITLE]***”, and indicated that I would like to be contacted about future studies that you could take part in.

I am now doing a study called “***[TITLE]***”. We are looking for volunteers who are 18 years+, currently have a dog, and live in PEI to complete a 45 minute interview online or at UPEI. Participants will receive a $25 gift card.

To find out more, to participate, or if you have any questions, please contact me (***[researcher email address, phone number]***).

Thank you,