

# QUICK LINKS:

## Planning and Preparing for Recruitment

In preparation for recruitment, consider these aspects to aid in the success of your study:

### **Get to know your audience**

When preparing to approach your target audience, it's important to do your research and get familiar with them to figure out:

- Where do they get their information? (newspaper, radio/TV, social media, word of mouth, etc.)
- What is their preferred method of communication (face to face, email, phone, etc.)
- What places can they be commonly found (community centers, online spaces, churches, etc.)?
- What are their interests?
- What would be their benefits and barriers to participation?

### **Form community partnerships**

Through community partnerships you can find out community strengths and needs and build trust and rapport with organizations and leaders who are able to validate your commitment to health and well-being.

### **Create an eligible participant profile**

A participant profile will help with your pre-screening of potential participants. Identify an eligible participant with characteristics such as:

- Age
- Gender
- Sexuality
- Location
- Race/Ethnicity
- Disease/health status
- Other demographic considerations



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### Conduct a feasibility study

Feasibility studies help measure if your target population is out there. This can be done through programs such as [ResearchMatch](#) and [TriNetX](#).

Consulting with a biostatistician early on in your recruitment process can also help determine the necessary power and sample size for your study.

UTHSC offers services through the [Biostats, Epidemiology, and Research Design \(BERD\) Clinic](#).

### Create a recruitment plan

A recruitment plan will aid in answering these important questions:

- Who on your team will be a part of recruitment efforts?
- How many participants would you like to recruit?
- Who are you trying to reach? Who will help spread the word?
- What marketing/advertising materials will you need?
- When and where will you recruit? (physically and virtually)
- How much time will you dedicate to recruitment? (daily, weekly, and overall)
- How much funding will be allocated to recruitment?

For more information on recruitment, contact the [TN-CTSI](#).

