Recruitment Plan Worksheet – Building a Participant Profile

When it comes to recruitment, there are many options available to reach potential study participants. Before deciding on a recruitment plan for your study, it is helpful to start with an outline of who your ideal participant is. This will allow you to choose the best recruitment methods for your study.

1. Who is your ideal participant? Who are you trying to recruit?

   - Age: _____

   - Sex/Gender Identity: _____

   - Location (if applicable): _____

   - Disease type(s): _____

     _____

   - Other important factors: _____

     _____

2. Why would they be in this research study? What motivates or would motivate them to participate?

   _____

   _____

   _____

3. Where do they get most of their information from? Who/where/what are they listening or looking to the most?

   ☐ Community/group of friends
   ☐ Trusted community or faith/spiritual leader
   ☐ Television
   ☐ News source
   ☐ Online
   ☐ Social Media
   ☐ Academic institution
   ☐ Medical professional and/or healthcare locations
   ☐ Frequently visited location (ex. gym, coffee shop)
   ☐ Other: _____

4. What else do you know about them?

- Where do they like to go? _____
- What hobbies do they have? _____
- What does their day look like? _____
- Do they have children or animals to care for? _____
- Where do they shop (ex. grocery store, pharmacy, etc.)? _____
- What does their work or work schedule look like? _____
- What is their mode of transportation (ex. car, bus, bike, etc.)? _____
- Other: _____

Once you understand the profile of your ideal research participant, you are in a better position to select the recruitment method, material(s) and even wording that are best to reach your intended audience.

Sample

Participant Profile:

1. Who is your ideal participant? Who are you trying to recruit?
   - Age: ___30-44_____
   - Sex: ___female_____
   - Location (if applicable): __Portland and surrounding communities_____
   - Disease type(s): ___Trying, with no success, to get pregnant_____
     _____
   - Other important factors: __healthy, no known fertility issues (ex. PCOS), not using__ any birth control methods_____
     _____

2. Why would they be in this research study? What motivates or would motivate them to participate?

   ___the hope and desire to become pregnant_____
   _____
   _____

3. Where do they get most of their information from? Who/where/what are they listening or looking to the most?

- ✓ Community/group of friends
- ☐ Trusted community or faith/spiritual leader
- ☐ Television
- ☐ News source
- ✓ Online
- ✓ Social Media
- ☐ Academic institution
- ✓ Medical professional and/or healthcare locations
- ☐ Frequently visited location (ex. gym, coffee shop)
- ☐ Other: _____

5. What else do you know about them?

- Where do they like to go? ____dog parks, the gym, the local coffee shop_____
- What hobbies do they have? __running_____
- What does their day look like? __work, gym, time with family and friends_____
- Do they have children or animals to care for? ___a dog_____
- Where do they shop most (ex. grocery store, pharmacy, etc.)? __Fred Meyer, Target, PetCo___
- What does their work or work schedule look like? __full time, days, office setting_____
- What is their mode of transportation (ex. car, bus, bike, etc.)? __public transportation_____
- Other: _____

With this information, the study team can now move on to choose the best recruitment methods and materials to reach this type of participant.

For more information, additional resources, and to request a recruitment consultation, please visit our website at https://www.ohsu.edu/octri or email us at OCTRIrecruitment@ohsu.edu