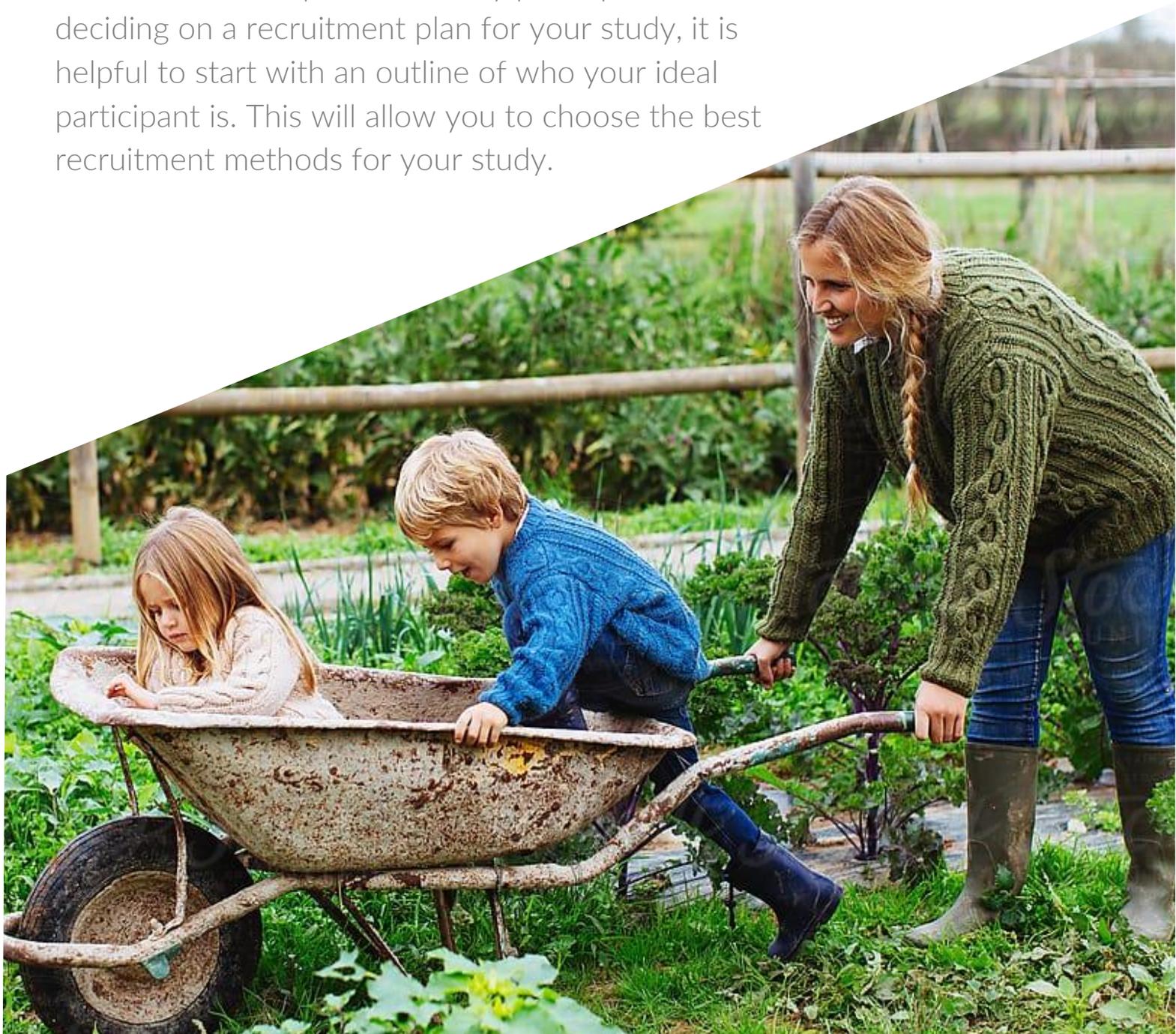


# Recruitment Plan Worksheet: Building a Participant Profile

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.



## PARTICIPANT DESCRIPTORS

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

- Age Range: \_\_\_\_\_
- Sex/Gender Identity: \_\_\_\_\_
- Race & Ethnicity: \_\_\_\_\_
- Geographic Location: \_\_\_\_\_
- Disease Type(s): \_\_\_\_\_
- Other Important Factors: \_\_\_\_\_

\_\_\_\_\_

Think about how you would describe your participant or how they would describe themselves.

## MOTIVATION

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## OTHER KEY CONSIDERATIONS

What else do you know about your ideal participant?

- What is their ability or mobility level?
- What is their cognitive status?
- What language(s) do they speak?
- Do they have family and/or children to care for?
- Do they have animals to care for?
- What is their value system or what things do they value?
- Are they working or in school? What does that schedule look like?

- What is their mode of transportation?
- Where do they like to go?
- What hobbies do they have?
- What does their day look like?
- Where do they shop?

Think about how they are spending their time, where they are going, and where you are most likely to connect and engage with them.

## INFORMATION SOURCE

Where does your participant 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: \_\_\_\_\_

**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.**

For more information, additional resources, and to request a complimentary recruitment consultation, please visit our website at <https://www.ohsu.edu/octri> or email us at [OCTRRecruitment@ohsu.edu](mailto:OCTRRecruitment@ohsu.edu).

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