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