# TIPS ON PREPARING PRINT MATERIAL FOR RECRUITMENT

DESIGN AND WRITE WITH YOUR TARGET AUDIENCE IN MIND.

Before you create your flyer, you need to identify your audience. Who are you targeting? What are their interests and how do they spend their time? What image and copy will get them to look at your flyer? Ask yourself this question: why would they want to participate?

The answers to these questions can vary by age, health history, and other demographic levels. Taking a moment to define your audience can make a difference in the success or failure of your flyer.
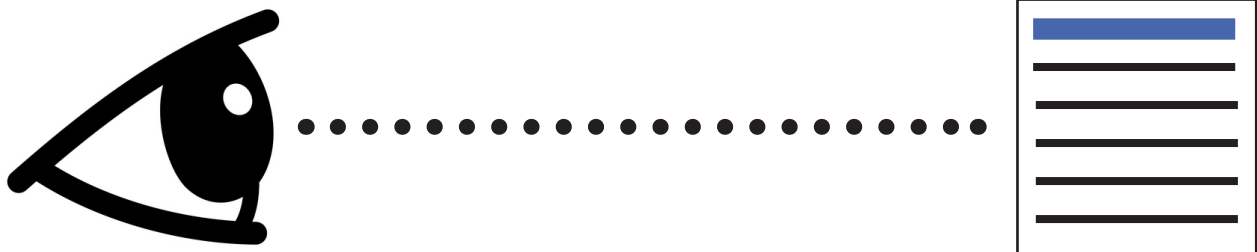
MAKE IT EYE CATCHING AND EASY TO READ FROM A DISTANCE.

Think about the posters you see for theatre or performance events. They catch your eye with color and imagery. The text is concise – a quick scan of the poster offers the major points. Typical content includes: the name of the event and theater or performance group, a short description of the event, venue location, dates, and where to buy tickets and get more information. Your recruitment flyer should follow a similar format.

> **GENERAL DESIGN TIPS:**
> - o Keep typefaces limited to a maximum of two per flyer
> - o Use color to attract your audience and highlight the key messages
> - o Use images that will resonate with your target audience. Avoid Clipart and overly posed stock photography

To reach different demographic groups within your target populations, create several versions of the flyer by using a different photo, color, or a new headline.

> **EXERCISE:**
> To reach different demographic groups within your target populations, create several versions of the flyer by using a different photo, color, or a new headline.

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WHEN WRITING COPY, LESS IS MORE.

When creating recruitment flyers, one can be tempted to write down everything about the study, but that can lead to a crowded, difficult-to-read flyer. The goal of the flyer is to pique enough interest so that participants contact you to learn more. The study staff can answer questions and fill in more details of the study.

BASIC COPY TIPS:
- Create a short, eye-catching headline
- List the purpose of the study
- The words "research study" should be somewhere in the text. If the study involves a new drug or device, it should state that the product is investigational.
- Use bullet text to list basic participant eligibility and what participation will involve
- State if there's compensation

When listing inclusion/exclusion criteria, list general eligibility and the key criteria. If you're too specific people who would be eligible could self-select out. For example, the wording "must not be taking any medications" could mean participants taking vitamins or an occasion Ibuprofen would select out, when they would indeed be eligible.

WHAT THE COPY SHOULD NOT DO:
- Make unreasonable claims, such as promising health benefits
- Mislead participants