# Recruitment script: <insert project>

This recruitment script template may be usedwhen internally engaging with customers in relation to research participation. It includes key content to cover and best practice wording for engaging and/or recruiting participants for research.

***Note: If you are engaging an external third-party recruitment agency to recruit participants for your project, they will manage this process on your behalf.***

**Determining which recruitment approach to use**

There are several factors (in addition to resourcing, time and budget) to consider in determining which recruitment approach to use (i.e. internal, external or a mix (soft internal recruitment\* + external recruitment)), including whether you have a customer list (and if so, if customers have provided consent to be contacted for research purposes), and whether you are offering an incentive for research participation.

The table below may be used to determine which type of recruitment approach is appropriate for recruiting customers for your research project.

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| --- | --- | --- | --- | --- | --- |
|  | | | **Type of recruitment approach** | | |
| **Internal recruitment** | **Soft internal recruitment\* + external recruitment** | **External third-party recruitment** |
| **Questions to ask** | Do you have a list (and contact details) of customers who may be eligible to participate in your research? | IF YES | Checkmark | Checkmark | Checkmark |
| IF NO | Close | Close | Checkmark |
| ***If you have a customer list:***  Have your customers provided consent to be contacted for research purposes? *(e.g. was this included in the T&Cs when they engaged in your service?)* | IF YES | Checkmark | Close | Checkmark |
| IF NO | Checkmark | Checkmark | Close |
| Are you offering an incentive for participating in your research?\*\* | IF YES | Close | Checkmark | Checkmark |
| IF NO | Checkmark | Checkmark | Checkmark |
| **Recruitment script required?** | | | Checkmark | Checkmark | Close |

**\*Soft internal recruitment** involves making initial contact with your customers to explain your research project, gauge their interest in participating and/or gain their consent to be contacted by a third-party recruitment agency. This approach is especially important if consent to be contacted for research purposes has not previously been attained by customers. It may also be appropriate for particularly vulnerable audiences (e.g. housing clients). An external third-party recruitment agency can then be engaged to further recruit and schedule participants for your research (and manage incentives, if applicable).

\*\*It is recommended that any monetary incentives offered be managed and provided by an external third party for detachment purposes. It is important to note that third party recruitment agencies are often only willing to handle monetary incentives on your behalf if they are also responsible for recruiting and/or scheduling research participants.

***NOTE:***

* ***UPDATE OR REMOVE TEXT IN BOLD ITALICS***
* ***TEXT IN BLUE IS INSTRUCTIONAL TEXT FOR THE CALLER***

|  |  |  |
| --- | --- | --- |
|  | **Internal recruitment** | **Soft internal recruitment + external recruitment** |
| **Introduction**  *[Introduce self, who you are calling on behalf of and confirm you are speaking to the correct person]* | Hello,  My name is ***[INSERT NAME]*** calling on behalf of ***[INSERT DEPARTMENT NAME]***. Am I speaking with ***[INSERT CUSTOMER NAME]***?  ***[IF NO, TERMINATE CONVERSATION AND THANK FOR THEIR TIME]***  Do you have time to speak now? | |
| **Project background and purpose**  *[Insert a brief explanation of the project background, purpose, where you got their details from and why you are contacting them]* | ***EXAMPLE:***  ***The Queensland Government is currently reviewing the housing and support services we provide to our clients. As part of this process, we are interested in speaking to some of our housing clients across the state to better understand their experiences with the Queensland Government housing and support services, including what is working well and how government can make improvements to better meet the housing needs of Queenslanders.***  ***As someone who has recently accessed or applied for services provided by a Queensland Housing Service Centre, we are calling to see if you might be interested in speaking about your experiences with an independent research company that has been engaged by the Queensland Government.*** | |
| **Confidentiality and privacy statement** | Please note, your involvement is entirely voluntary, and your privacy will be protected at all times. Your individual responses will remain completely confidential and anonymous. This research is carried out in compliance with the *Information Privacy Act 2009* (Qld) and any information provided in the research will be kept strictly confidential and used only for the purposes of this research. | |
| **Incentive** | **N/A**  *Note: a monetary incentive cannot be offered if recruitment is being done internally. Alternate options may be used if considered appropriate for the target audience (e.g. free sports class/sign-up for children).* | ***[IF APPLICABLE]:***  As a thank you for your time and to help cover expenses, you would be provided a ***[INSERT $ AMOUNT AND TYPE OF INCENTIVE (e.g. gift card, cash)]*** to help cover any out of pocket expenses. This is standard market research practice. |
| **Gauge initial interest**  *[After outlining the above, gauge initial interest to determine whether to continue the conversation]* | Would you be interested in participating?  ***[IF NO]:*** Participation is voluntary, so thank you for taking the time to talk to me today.  ***[IF YES - CONTINUE]*** | |
| **Specific information**  *[Insert information about the type of research, research dates, interview length, venue + other specific details]* | Great! Just to provide you with a little bit more information:  ***EXAMPLE:***  ***Interviews will go for about one hour and will take place between the 3rd and 14th September 2018. The interview will be conducted as an informal one-on-one conversation and will take place in the Brisbane CBD. You are welcome to bring a support person to the interview if you would like to do this – this could include a family member or a friend or a support worker.*** | |
| **Consent for details to be passed on to an independent research recruitment company**  *[Include if applicable – note: an external third party recruitment agency may be engaged to further screen your participants to assess if they qualify for your research, schedule interview times and/or manage incentive payments on your behalf]* | **N/A** | ***[INCLUDE IF CONSENT NOT PREVIOUSLY ATTAINED]:***  ***At this stage, we are just collecting initial interest from some of our housing clients. We have engaged a non-government research recruitment agency, [INSERT NAME OF COMPANY], who will get in contact with clients who have expressed interest in participating to find out some further details, and schedule an interview time with those that qualify to participate. They will also be responsible for compensating participants who qualify and complete the research. They are bound by privacy restrictions, so your information will only be used to book a time for the interview and for compensation purposes, and will not be given to anyone else for other purposes. Could you please confirm you are happy for your details to be passed onto the recruitment company [INSERT NAME OF COMPANY] for the purposes of this research project only?***  ***[RECORD CONSENT AND TERMINATE CONVERSATION IF CONSENT NOT PROVIDED]*** |
| **Schedule interview time**  *[Note: a third party recruitment agency can be engaged to schedule interviews on your behalf - this option should be considered if monetary incentives are being offered]* | ***IMPORTANT THINGS TO NOTE:***   * ***Provide your caller with a list of interview dates and time slots*** * ***Consider setting up a spreadsheet for your caller to input details and interview times into*** | **N/A**  *Note: external third-party recruitment agency will manage this on your behalf* |
| **Confirm details**  *[Confirm or collect any personal/contact details you require from the participant and (if applicable) outline next steps / specific requirements or details in relation to the research]* | Great. I’d now just like to confirm a few more details with you if that’s okay?  ***CONFIRM/COLLECT ADDITIONAL DETAILS YOU REQUIRE, E.G.:***   * ***Best day time phone number*** * ***Age*** * ***Availability during research period*** * ***Email address***   ***CONFIRM NEXT STEPS/REQUIREMENTS WITH PARTIPANT, E.G.:***   * ***Advise customer that you will send out a confirmation email with the interview details and venue instructions*** * ***Advise them to arrive 5-10 minutes prior to their scheduled interview time and what to do on arrival*** * ***Remind them to bring along reading glasses if required*** | Great. I’d now just like to confirm a few more details with you if that’s okay?  ***CONFIRM/COLLECT ANY ADDITIONAL DETAILS THE RECRUITMENT AGENCY MAY REQUIRE TO SCHEDULE INTERVIEWS ON YOUR BEHALF, E.G.:***   * ***Best day time phone number*** * ***Age*** * ***Availability during research period*** * ***Email address*** |
| **Thank and close** | ***EXAMPLE:***  ***Thanks very much for your time. We look forward to seeing you then.***  ***[Provide contact details if they need to change their interview time, cancel or have any questions].*** | ***EXAMPLE:***  ***Thanks very much for your time. [INSERT COMPANY NAME] will be in touch with you in the next [INSERT TIMEFRAME] to discuss this further.***  ***Have a nice day!*** |