

Guide to the Recruitment Toolkit

The Recruitment Toolkit

The Recruitment Tool is a suite of ready-to-use, customizable and patient-friendly tools to generate knowledge of research participation and facilitate enrollment. Below is a list of all the resources, their intended purpose and audience.

Recruitment Plan

A customizable plan to organize your recruitment strategy and materials

Educate about Research Explain clinical trials and the value of research participation to patients		
Tool	Purpose	Audience
What are Clinical Trials?	To explain clinical trials and ways to get involved in research	Participants
Clinical Trial Glossary	To define clinical trial and study terms in a lay-friendly manner	Participants
Six Facts About Clinical Research Participation	To highlight important aspects of clinical research participation	Participants
Recently Diagnosed with Parkinson's disease? You can help speed a cure.	To explain the unique role recently diagnosed individuals play in Parkinson's research	Participants
Genetics and Parkinson's Disease: What's the Connection?	To explain the role of genetics in Parkinson's disease	Participants
Biomarkers: Finding a Test for Parkinson's disease	To explain the importance of finding an objective measure of Parkinson's disease	Participants
Off Periods are a Focus of Parkinson's Research	To describe "off" periods and its growing focus in Parkinson's research	Participants
Using Technology to Advance Parkinson's Research	To describe the use of technology in research studies	Participants
Parkinson's Research Needs Control Volunteers	To highlighting the purpose and need for control volunteers	Participants

Generate Study Awareness Introduce your study to patient and clinician communities		
Tool	Purpose	Audience
Flyer Template	To promote your study and encourage individuals to learn more about participation	Participants
Flyer Sample	To reference for content and style guidance when creating a study flyer	Study team
Brochure Template	To promote your study and encourage individuals to learn more about participation	Participants
Press Release Template	To announce the start of study recruitment in publications directed toward your target population	Participants
Guide to Creating Materials for Older Volunteers	To provide best practices for designing materials geared toward more senior individuals	Study team
Guide to Creating a Study Slide Deck	To provide best practices for creating a slide deck about your study	Study team
Study Slide Deck Template	To present your study to potential volunteers at events	Participants Referring physicians
Guide to Organizing a Recruitment/Retention Webinar	To provide instructions and best practices for organizing a webinar for potential volunteers or study participants	Study team
Webinar Slide Deck Template	To share study information with potential volunteers or study participants on a webinar	Participants Referring physicians
Physician Referral Letter/Email Template	To engage physicians about patient referrals to a study	Referring physicians
Study Pocket Card Template	To reference eligibility criteria when prescreening patients	Referring physicians
Guide to Creating a Study Website	To provide instructions and best practices for designing a lay-friendly study website	Study team

Study Website Sample	To reference for content and style tips when creating a study website	Study team
Guide to Digital Marketing for Recruitment	To provide best practices for using digital marketing to recruit study participants	Study team
Social Media Content Template	To create Facebook and Twitter posts to engage your study population online	Participants
Getting Started on Fox Trial Finder	To provide instructions on setting up your trial posting on Fox Trial Finder	Study team
Fox Trial Finder Posting Template	To provide best practices for creating a lay-friendly trial posting Fox Trial Finder	Study team
Fox Trial Finder Message Template	To send messages about your study to potential volunteers on Fox Trial Finder	Participants
Fox Trial Finder How-To Video	To provide instructions and best practices on utilizing Fox Trial Finder as a trial team	Study Team

Guide through Consent Walk a potential study participant through study details and procedures		
Tool	Purpose	Audience
Study Staff Talking Points Template	To create centralized messaging and lay-friendly language to describe a study	Study team
Study Staff Talking Points Sample	To reference for content and style guidance when creating study staff talking points	Study team
Thank You Letter/Email to Prospective Participant Template	To thank and reengage an individual who is considering participation	Participants
Study Enrollment Survey	To gauge how recently enrolled participants feel about the study and strengthen your recruitment process	Participants
Calendar of Activities Template	To outline what to expect at each study visit	Participants

Calendar of Activities Sample	To reference for content and style guidance when creating a calendar of activities	Study team
Lumbar Puncture – Frequently Asked Questions	To explain the lumbar puncture procedure and address potential concerns	Participants
MRI – Frequently Asked Questions	To describe what to expect during a MRI and address potential concerns	Participants
DaTscan – Frequently Asked Questions	To describe what to expect during a DaTscan and address potential concerns	Participants