

## **Tips for Recruiting Family, Friend and Neighbor Caregivers with contributions from NAFFNCC**

### **Research recruitment strategies<sup>1</sup>:**

- Send out newsletters that announce the study and invite caregivers to participate
- Use informal language rather than institutional jargon in recruitment letters
- Create a letterhead or logo that is separate from that of the university. Use it on all study materials including the recruitment letter
- Provide incentives—children’s books, health and safety materials—with the recruitment letter or at initial enrollment in the study
- Use the same researcher to make all contacts with a particular caregiver
- Develop a relationship between the researcher and the caregiver, especially for longitudinal studies. Send birthday cards, for example.
- Respond to the needs of some home-based providers (especially in rural areas, where they are more isolated) to talk and have some social/professional interaction

### **Research recruiting language<sup>2</sup>:**

- Be explicit about the purpose and the funder.  
“This is a national study funded by the John T. and Catherine D. MacArthur Foundation to support quality in kith and kin child care—care provided by family, friends and neighbors who are exempt from licensing requirements.”
- Emphasize the importance of the role that caregivers play in the child care system. Make it personal:  
“What caregivers, like you, do for children.”
- Explain the possible benefits of the research for caregivers.  
“ This study will help others understand the care that family members provide. It may increase public funding for more support for caregivers like you.
- Stress the confidentiality aspect of the study.  
“Your participation will be completely confidential. Neither you nor the child for whom you provide child care will be identified by name. The data will be used by the researchers only.”
- Describe what participation will mean for caregivers.  
“The observation will take between 2 and 2 and ½ hours. If you wish, we can ask you some of the other questions in a phone call later in the day.”

### **Program recruitment strategies<sup>3</sup>:**

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<sup>1</sup> From CCB Meeting Breakout 5 Notes

<sup>2</sup> From the Institute for a Child Care Continuum’s study, *The Child Care Assessment Tool for Relatives: Assessing Quality in Family, Friend and Neighbor Care*

- Establish a working, collaborative partnership with other community agencies. Building trust and positive relationships with community-based organizations and with residents is critical to facilitating recruitment and participation.
- Look to your own agency! You may already have family, friend and neighbor caregivers involved.
- Provide information about your program to not-for-profit and governmental agencies, as well as commercial enterprises in the community, through flyers, mailings, and personal contacts.
- Use lists of caregivers receiving child care subsidies. Send materials about your program to these lists.
- Establish personal contact with potential participants. Sustain the initial relationship with continuing personal contact.
- Provide incentives.
- Have staff involved in local associations or groups that may cater to this type of caregiver.
- Have materials available at organization-wide promotional events.
- Create a website for your program.
- Encourages past participants to network with other providers they may know.
- Place ads in local newspapers or run public service announcements on the radio
- Post notices in community gathering places and bulletins in faith-based organizations

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<sup>3</sup> From Porter, T., & Rice, R. (2000). *Lessons learned: Strategies for working with kith and kin caregivers*. New York: Bank Street College of Education; First Five California Family, Friend and Neighbor Child Caregiver Support Project ([www.cafc.ca.gov/ffn](http://www.cafc.ca.gov/ffn)); and Action for Children ([www.daycareaction.org](http://www.daycareaction.org))