

# Focus Group Recruitment Email Template

## Purpose

This template helps you recruit participants for your focus group and screen them to ensure they meet the necessary criteria for your research.

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Dear [Name],

We are conducting a focus group to gather feedback on [product/idea/topic], and we would love for you to participate. Your insights would be invaluable to us as we explore [specific research objective]. The sessions will be an opportunity for you to share your thoughts, opinions, and experiences regarding [focus group topic].

### Details of the focus group:

- Date: [Date]
- Time: [Time]
- Location: [Location/Online link]
- Duration: [Duration]
- Incentive: [Compensation information, if applicable, e.g., "Participants will receive a [gift card amount] as a thank you for their time."]

### Why participate?

- Your opinions matter!  
→ This is your chance to influence decisions related to [topic].
- Engage in meaningful discussion!  
→ Share your views and learn from others in a dynamic group setting.

If you're interested in participating, please complete the short screener survey linked below. This will help us confirm that you meet the necessary criteria for the group:

[Insert link to screener survey]

Please reply by [RSVP date], as space is limited.

Thank you for your time and consideration. We look forward to your participation!

Best regards,

[Your name]

[Your title/organization]

[Contact information]

## Tips for customizing this template

- **Be clear about the focus group's purpose** and ensure participants know exactly what the session will be about.
- Use **simple screener questions** that are relevant to the focus group's goals and will help you select participants who match your criteria.