

Guidance on Writing Recruitment Materials

Required Elements

- Study title
- "Northern Illinois University"
- The PI's Department
- A contact name and either phone number or e-mail.
- Eligibility criteria if applicable should be briefly noted
- Compensation given, if applicable. The amount of payment may be included but should not be the most prominent element on the page. Payment should not be excessive considering the nature of the project.
- Should be clear that this is a solicitation for research participation
- State the purpose of the project.
- Briefly state what is expected of the subject.
- Include the time commitment.
- Include the location where the research will take place

Elements that are not allowed

- Use of bold or enlarged print or other means to emphasize payment or the amount to be paid.
- Use of catchy words such as "Free" or "Exciting"
- Any attempt to be misleading about the purpose of the research
- Avoid phrases such as "help needed" or "subjects wanted." The recommended wording is "You are invited" or "Participants invited."