

# Recruiting Mothers as Partners and Participants in Research

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Mothers want to contribute to research. Consider these points in planning your recruitment approach.



**Highlight incentives.** Lead with how mothers' participation will have an impact and whether they will receive a gift card or stipend for their efforts.



**Keep it clean and simple.** Use plain language in bulleted text to make materials easy to read and understand.



**Make it accessible.** Create materials in multiple formats (e.g., printable text, videos, photos) to recruit through social media, email, and paper flyers.



**Inspire curiosity.** Include relevant and engaging infographics, memes, images, and videos.



**Follow up.** Respond quickly to mothers who express interest. Connect directly in a phone call or email to let them know next steps.



[research4moms.com](https://research4moms.com)

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