

Focus Group Recruitment Language



This template text can be used to engage providers who did not attend the Focus Group Planning Meeting to help recruit youth and staff to participate in the focus groups. It outlines the purpose of the youth count, the schedule of planning activities, and includes a specific request for the provider.

Invitation to Providers

Dear [NAME],

[NAME OF COMMUNITY] is planning a youth count on [DATE OF COUNT] and needs your help. The youth count will help us determine how many unaccompanied youth experiencing homelessness and housing instability between the ages of 13-25 there are in our community so we can better work together to end youth homelessness.

On [DATE(S)], we will be holding focus groups with youth and providers to identify hot spots where unaccompanied youth experiencing homelessness or housing instability spend time. Participants will brainstorm hot spots where youth hang out, what times of day youth are most likely to be there, and how many youth we might find at each hot spot. These focus groups are essential to the success of the youth count.

The youth focus group will be held on [DATE, TIME, LOCATION]. Can you help us recruit [xx-xx] unaccompanied youth between age [INSERT AGE RANGE HERE] who are currently or have recently experienced homelessness or housing instability and are knowledgeable about where other youth spend time in the community? Please be mindful to recruit youth who represent and have knowledge of diverse groups of youth experiencing homelessness and housing instability within our community, such as youth who identify as LGBTQ, refugees, different ages, and various ethnic groups. Youth will be provided a meal, reimbursement for transportation costs, and will get paid [INSERT COMPENSATION HERE].

I have attached some materials that might be helpful in speaking to young people about the focus groups: recruitment language to help explain what a youth count is and why we are holding focus groups, as well as a flyer you can share with youth. On the flyer, there is a space to fill in the name of the person at your organization that youth can speak to if they are interested in participating.

We will also be holding a focus group for providers and would love to have you participate. Can you join us on [DATE/TIME/LOCATION]? If you are unable to participate, is there someone else who could come on your behalf?

Thank you for your support! We look forward to your organization's participation in the youth and provider focus groups. If you have any questions, please let me know.

Thank you,
[NAME]

*Attached: Youth Focus Group Recruitment Language
Youth Focus Group Recruitment Flyer*