

Youth Focus Group Recruitment Language



The template text below can be used for inviting youth to attend the focus groups. It explains why the youth count is happening, how the focus groups will help plan for the youth count, and the pivotal role youth play in the success of the youth count.

Recruitment Language

People do not understand enough about young people who do not have a stable place to call home. They have no idea how many young people struggle to find a regular, safe place to sleep at night, or what it is like to survive under such uncertainty and stress. We want to improve their understanding so we can do a better job to help young people.

Youth counts are one way to help us better understand. They provide a snapshot of the number of people without a regular place to sleep at night.

We need your help planning our youth count. We will have a focus group on [DATE / TIME]. You and other young people between the ages of [INSERT AGE RANGE HERE] who have experienced housing instability will help us identify locations where you and your peers spend time. We will use that information on [DATE] to go out into the community and count everyone who does not have a safe or stable place to sleep. This will help us better understand how many young people need help with housing. We will only use the information you share to count young people. We will keep what you say private.

If you decide you want to participate, you will get paid [INSERT COMPENSATION HERE] for participating, and we will provide [LUNCH/DINNER]. We will also help make sure you have transportation to and from the focus group.

Would you be interested in going to a focus group on [DATE]?

Focus Group Details: Time _____ and location _____