



RAPID-Ohio Community Voices Project Recruitment Toolkit

INTRODUCTION

The [RAPID Survey Project](#) is an ongoing national survey of households with children under 6 designed to gather essential information on the needs and well-being of children and the important adults in their lives. Since its launch in April 2020, RAPID has proven to be a powerful resource for uplifting the voices of parents/caregivers and early childhood educators. RAPID is now collaborating with [Groundwork Ohio](#) to implement an ongoing survey of families with young children in Ohio.

RAPID-Ohio's objective is to provide actionable, relevant, and timely data about families experiences and to uplift parent voices to policymakers, advocates, the public, and participants themselves to promote the development of data- and parent-informed programs and policies in the state. **Together, we will field two surveys in Ohio to hear directly from parents** on topics like their economic circumstances, well-being, and child care, and to better understand families' experiences.

RAPID is a tool for gathering and uplifting parent voices. Forming collaborative, community-driven partnerships is core to RAPID's work. We aim to work alongside community organizations like you to amplify parent voices and enhance existing, community-led efforts that support families and children.

The purpose of this toolkit is to make it easy to connect families in your networks and community with the RAPID-Ohio Community Voices Project. Each participant receives a **\$5 gift card** for each survey completed. Please feel free to use our templates for outreach language and resources (QR codes, email templates, sample newsletters, etc.) [below](#).

HOW TO USE THIS TOOLKIT

1. **Select the outreach method(s)** you believe will be most effective to engage members of your community.
2. **Click one of the links below** to view pre-written templates in English and Spanish.
3. **Insert the survey link** where ever needed.
4. **Use these materials in combination with your typical outreach materials**, including familiar messaging, logos, and tagline. Feel free to personalize or edit the messaging provided to match your voice and how you typically engage with parents, caregivers, and families!

Pre-written Templates in English and Spanish:

[Sample Email](#)

[Sample Texts or Instant Messages](#)

[Sample Newsletters](#)

**Requires inserting QR code and link provided in table below.*

OPTION 1



OPTION 2




OUTREACH STRATEGIES

Fill out the interactive table below to let us know which outreach and recruitment methods will work best for your organization. This allows us to personalize this toolkit for your organization going forward.

| Recruitment Partner | Survey | Recruitment Strategy (e.g., newsletters, in-person tabling, etc.) | Source Link | QR Code |
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| Groundwork Ohio Partners | | Handoff of toolkit from Groundwork to partners | https://tinyurl.com/gwohiopartner |  |
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CONTACT US

Contact the RAPID team if you have questions about the RAPID-Ohio Voices Project. Please reach out to Cristi Carman carmanc@stanford.edu if you have questions about the project.