Guide to Recruitment Pitches

To ensure human protections during the recruitment process, the IRB reviews recruitment pitches. A pitch can be delivered verbally, in an email, in a flyer, in an internet post, in a SONA description, etc. Please upload the content of these communications to your Protis application under the “Participant Population” tab or the “Submit” tab.

The IRB must review and approve all final recruitment materials before implementation. If you decide to advertise or add new recruitment methods at a later time, upload supporting documentation in an amendment.

What to include

- For written materials, please include your USU IRB protocol number.
- Include researcher contact information.
- Provide a faculty investigator’s contact information for questions or concerns about the recruitment process.
- State your inclusion criteria.
- State the condition under study and/or the purpose of the research.
- Include the time commitment of participation.

What to Avoid

- You may list compensation, but may not emphasize this information in visual or verbal communication.
- Don’t include claims of favorable outcomes or other benefits beyond what is described in the consent process and the protocol.
- Don’t make claims of superiority, safety, or effectiveness.
- Don’t advertise research as treatment.