

Generally:

- Draw on cultural ambassadors and those serving specific communities to promote participation
- Use social media to promote

Participation from Victims:

- Do not use legalese or technical lingo, keep language simple and accessible
- Translate into other common languages
- Allow for multiple avenues to complete surveys – paper, in-person, phone, online
- Provide incentives like gift cards
- Schedule focus groups and interviews in easy to access locations, on public transportation routes
- Provide snacks, refreshments, child care
- Use partners and victim service providers to market (post flyers) and recruit participants with follow up phone calls and emails to service providers to encourage distribution
- Balance length with desired data to be collected
- Making personnel available to sit with victims as they complete surveys
- Use group administered surveys at victim group events, homeless shelter, etc.
- Deploying broadly (e.g., libraries, community centers, transit hubs, grocery stores, faith communities, homeless shelters, benefits offices, ESL, GED or citizenship classes)

Participation from Service Providers:

- Work with relevant service providers to distribute invitations to participate and scheduling of focus groups
- Limit the survey to one type of instrument to focus efforts on increasing return rates
- Personal follow up emails and phone calls with service providers to encourage completion of surveys, including offer to complete while on the phone