General recruiting process: timeline for recruiting committed participants
Recruitment of participants
Time schedule in five steps

1. Develop a recruitment strategy 6 – 8 weeks before event
   • Number of participants (P) and selection criteria: age, gender, education, local distribution, etc.
   • Decision on the method of P extraction: random selection, public invitation with address of multipliers or both methods.
   • Preparatory work, e.g. draw a sample, create an invitation letter and feedback form, ...

2. Start recruitment 4 – 6 weeks before event
   • Send or publish an invitation to random citizens, contact multipliers.
   • Send the confirmation of receipt directly after receipt of registration, if necessary explain when the confirmation of participation will follow.
   • Actively ensure transparency about the process in order to avoid enquiries and build up the feeling of good care.
   • Important: Keep in touch with the registered users!

3. Send confirmation of participation during the ongoing process
   • Confirm the first places as soon as possible in order to create commitment.
   • Tell the participants about the next steps.
   • Important: Stay in touch and express appreciation!
   • Keep an overview of the participant groups and the registration status.

4. Ensure quality, if necessary, follow-up 2 – 3 weeks before the event
   • Comparison with planned number of participants and criteria for diversity: which group is missing?
   • Targeted follow-up at an early stage by inviting new samples or by directly addressing multipliers.

5. Send participation link 2 – 3 days before event
   • If there is a longer period of time between confirmation of participation and communication of the online dialogue link: stay in touch by e-mail to create commitment to participate
   • 2 – 3 days before the event, send the link to the online dialogue. If necessary, check back and send the link again on the day of the Citizens’ Dialogue.