Appendix A: Data sources and associated metrics by recruitment materials or strategy

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| **Recruitment Material or Strategy** | **Intended Audience** | **Data Source** | **Metrics/Indicators** |
| **Flyer/Poster** | Patient/caregiver | * QR codes (1 per language) - total of 4 unique QR codes
* Study website
 | * # of QR Code scans
* Website navigation
 |
| **Study Fact Sheet** | * Patient/ caregiver
* National organizations
* General public
 | * QR code (1 per language) - total of 4 unique QR codes
* Study website
 | * # of QR Code scans
* # of clicks on study fact sheet PDF (website)
* Website navigation
 |
| **1-pager** | National organizations | * QR code (1 per language) - total of 4 unique QR codes
 | * # of QR Code scans
 |
| **National outreach efforts** | National organizations | * Correspondence and communication
* Response form
* Culture Shift Team reports
 | * # of emails sent (by demographic)
* # of responses, by category/interest
* # of follow-up calls held
* # of webinars requested
* Dissemination requests, by category
 |
| **Town-hall/ webinars** | National organizations | Webinar analytics | * # of webinars conducted
* Webinar attendance
 |
| ***PassITON* Study Website** | * Patient/caregiver
* General public
 | Google analytics (by language-specific site) | * # of unique visitors
* Referral source
* Location
* Website navigation
* Time spent on website
* # of clicks on Plasma Donation Intake Survey
 |
| **Social Media** | General public (US-wide) | * Facebook, Instagram, Twitter analytics
* REDCap intake survey (plasma donation)
 | * # impressions
* # of clicks
* Click-through-rate (CTR)
* Cost-per-thousand advertising impressions (CPM)
* Cost-per-click (CPC)
* # of page likes
* # of followers
* # of reposts
* # of people who cite Social Media as referral source
 |
| **Digital media messages** | General public  | * MiQ reports
 | * Impressions, by format
* Reach
* Clicks
* Click through rate (CTR)
* Costs
* Insights (demographics, etc.)
 |
| **Public Transit Bus Messages** | General public (Nashville, TN) | * QR codes (1 per language) - total of 2 unique QR codes
* REDCap intake survey (plasma donation)
* VCC intake (phone)
 | * # of QR Code scans
* # of calls to VCC
* # of people who cited MTA ads as source of information
* Pre/Post plasma donation calls and successful donations
 |
| **Radio Messages** | General public (Nashville, TN) | * REDCap intake survey (plasma donation)
* VCC intake (phone)
 | * # of calls to VCC
* # of people who cited MTA messages as source of information
* Pre/Post plasma donation calls and successful donations
 |
| **Clinician Study App (CSA)** | Clinicians | * CSA (REDCap)
 | * Total # of opens (hits)
* # of opens (hits) by site
* Total # of contact submissions
* # of contact submissions by site
* Page navigation (total hits per page)
 |

Appendix B Aggregated cost for engaging a multicultural organization

|  |  |
| --- | --- |
| **Item** | **Cost**  |
| Client Management  | $15,500 |
| Consulting | $ 94,765 |
| Marketing  | $ 144,764 |
| Community & Media Outreach | $17, 100 |
| Data Research  | $20,960 |
| Graphic Design | $ 9,602.50 |
| Web Designer | $ 8,777.50 |
| Video/Radio Production | $ 7,691.97 |
| Social Media Buy | $ 10,000.00 |
| Sponsorships & Community Outreach | $ 17,000.00 |
| Translation Services | $ 1,929.83 |
| **Total** | **$330,991** |