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

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| **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** |