

Focus Group Invite Letter Template

Hints and tips

When writing your letter it is important to ensure that you give people enough information about why you are asking them to get involved, what, in particular you want to know from them and how their views will be used. This information will help people decide if they are interested in taking part and allow them to think about their opinions before the focus group.

It may be necessary to send some background information before in advance of the group. To save on costs this can be sent out to those who confirm that they want to attend. Ensure that people have enough time to read this beforehand.

Dear

Insert title here

I would like to invite you to take part in a focus group (small discussion group) on **(insert date, time and location)** about **(insert subject matter)**. The focus group should last no longer than one and a half hours.

The focus group will provide an opportunity for you to find out about **(insert relevant information)**. In particular, we would like to know **insert two or three bullets points about what you want to know generally)**.

More background information will be sent to those confirming attendance before the focus group. *This could be sent by post or e-mail depending on how you can contact your target group. If necessary, you can also signpost people to documents on council or partnership websites.*

Your views will be used to help us **(insert relevant information)** *(this information could vary depending on why you are consulting – it is important to let people know how their views are going to influence decisions – are they going to be reported to a particular group to make a decision or is the consultation part of a longer process – are there any next steps before a decision will be made or a plan/policy will be finalised).*

If you would like to take part in the focus group on **(insert date)** please let us know by contacting **(insert name and contact number)** or e-mailing **(insert e-mail address)**. *You could also use a reply slip for people to respond if necessary and provide a pre-paid return envelope.*

If you are also running a survey as part of your consultation you could direct people to this if they as well as or as another way of giving their views if they can't attend the focus group.

Yours faithfully

Focus Group Discussion Guide Template

Time*	Welcome and Introductions <ul style="list-style-type: none"> • Introduce officers and explain why the session has been organised, format of the session and how their views will be used. 	Officer
	Explain rules and housekeeping <i>This will help to get the best out of session</i> <ul style="list-style-type: none"> • Please speak one at a time, we want to ensure that everyone has an opportunity to give their views • Respect the opinions of others - everyone's views are valid although you might not agree with them • There are no right or wrong answers – we just want to know what you think • Notes will be taken but everything that is said will be kept confidential – no names will be put against comments • If anyone has any specific questions that do not relate to the discussion, there will be an opportunity at the end of the meeting. • Housekeeping issues e.g. toilets, fire exits, expenses reimbursed at the end of the meeting. • Confirm when you intend to finish but say that people can leave earlier if they need to. • Ask participants to introduce themselves <i>You may want to include an icebreaker here or ask them to tell you something interested about themselves. Be careful what you ask participants to talk about here so that it is kept brief – it should be used as an opportunity to give people a chance to speak so that they feel more confident when participating in the focus group.</i> 	
	Focus group questions List your questions here <i>You may want to include some prompts, examples or activities if the discussion is not active.</i> <i>You will have an order of questions but you don't have to stick to this order as long as you cover what was originally intended.</i>	
	Any questions from the group	
	Summing up Summarise main points and ask if you have missed anything that has been raised, explain once again how their views will be used, any next steps/key dates and how they will receive feedback.	
	Thank you and close	

* **Time** - allocate time to each section/question to ensure that you don't run out of time