



**RAPID National Household Survey Recruitment Toolkit:**  
***Building Bright Futures***

<b>June 2025 Survey Dates:</b> <i>Monday, 06/02 at 12:00pm EST - Monday, 06/23 at 12:00pm EST</i>	
Survey Links	QR Codes
<b>General:</b>  <a href="https://tinyurl.com/rapidec-bbf">https://tinyurl.com/rapidec-bbf</a>	
<b>Social Media:</b>  <a href="https://tinyurl.com/rapidec-bbf-social">https://tinyurl.com/rapidec-bbf-social</a>	  You may screenshot the QR codes or download the PNGs <a href="#">here</a>

## Introduction

The [RAPID Survey Project](#) is an ongoing national survey of households with children under 6 designed to gather essential information on the needs and well-being of children and the important adults in their lives. Since its launch in April 2020, RAPID has proven to be a powerful resource for uplifting the voices of parents/caregivers and early childhood educators. The survey is available in English and Spanish.

**The purpose** of this toolkit is to make it easy to share the RAPID survey links with parents in your network. You can find multiple methods of outreach (flyers with QR codes, email templates, etc.) below. Thank you, we really appreciate your collaboration!

*Please contact Katie Nicolaou, Senior Coordinator, at [knicolaou@stanford.edu](mailto:knicolaou@stanford.edu) if you have questions about the RAPID survey or recruitment.*

## How To Use This Toolkit

1. **Select the outreach method(s)** you believe will be most effective to engage caregivers of young children under age six.
2. **Click one of the links below** to view pre-written templates. *Feel free to customize and put these messages in your/your organization's voice!*
3. **Insert the relevant survey link or QR code** (from table on pg. 1) wherever needed.
4. **Use these materials in combination with your typical outreach materials**, including familiar messaging, logos, and tagline. Feel free to personalize or edit the messages provided to match your voice and how you typically engage with stakeholders!

## Pre-written Templates (available in English & Spanish)

- [Sample Email](#)
- [Sample Text Messages](#)
- [Sample Newsletters](#)
- Sample Flyer: *Insert your organization's QR code from the table on pg. 1 by **making a copy (File > Make a Copy) of the flyer template linked below on Canva and editing the copy.** Email Katie (contact information below) if you need support with this.*



[English Flyer Template](#)



[Spanish Flyer Template](#)

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