

## Informed Consent

You are being asked to participate in a research experiment conducted by Adrienne Boardman, a student at Claremont McKenna College, to help investigate methods of recruiting blood donors. Your participation will contribute to a better understanding of how people can be motivated to donate blood so that blood banks can increase donation to address the blood shortage.

If you agree to participate, you will fill out a questionnaire in which you will examine a flyer advertising a blood drive. There is also an optional exercise following the questionnaire. Your participation will take approximately 30 minutes in total.

Participation in this study is voluntary. You may choose to discontinue participation at any time without penalty or adverse effects on your relationship with Claremont McKenna College. Participants may experience mild anxiety or discomfort due to the nature of the information being gathered, but the level of risk is very low.

The data you provide will be kept confidential, and your name and personal identifying information will not be connected to your answers.

If you have any questions about this study, please contact Adrienne Boardman ([aboardman09@cmc.edu](mailto:aboardman09@cmc.edu)) or her thesis advisor, Professor Ronald Riggio ([riggio@cmc.edu](mailto:riggio@cmc.edu)), at:

Claremont McKenna College  
Department of Psychology  
850 Columbia Avenue  
Claremont, CA 91711

If you would like to express any concerns or complaints about this experiment, please contact the Chair of the Claremont McKenna College Institutional Review Board, Michael O'Neill ([moneill@cmc.edu](mailto:moneill@cmc.edu)), at:

Claremont McKenna College  
Department of Mathematics  
850 Columbia Avenue  
Claremont, CA 91711

Your signature below indicates that you are at least 18 years of age, have read and understood the above, and voluntarily consent to participate in this study.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_