Mystery Shopper

Why we want you

Alzheimer’s Research UK is the UK’s leading dementia research charity. We believe that medical research can and will deliver life-changing preventions, treatments and one day, a cure for dementia.

To make life changing breakthroughs possible we have to fundraise and invest money into dementia research. One of the ways we fundraise is via face-to-face fundraising, where fundraisers work in locations like shopping centres and train stations. They speak to people while they are out and about, tell them about our vital work, and ask them to consider donating via monthly direct debit or regular card payments. Thousands of people have decided to support us this way and it proves to be extremely cost-effective, raising over £3million for Alzheimer’s Research UK in the 2021-2022 financial year.

It’s important that we check our face-to-face fundraisers are adhering to the Code of Fundraising Practice, and are representing our charity as we would wish them to. One of the ways we do this is by sending ‘Mystery Shoppers’ to interact with them and feedback to us about their experience.

By volunteering as a Mystery Shopper you will ensure that members of the public have the best possible experience when interacting with our face-to-face fundraisers. This will ensure more people are aware of dementia and the research we fund, and know that their contribution can take us closer to making breakthroughs possible.

What you will be doing

- We will let you know when our face-to-face fundraisers are going to be in your area. If you are free to visit them, just let us know.
- On the day you will pass-by / approach our face-to-face fundraisers, with the intention of getting them to start a conversation with you. But you will do so in a subtle way, acting like you are just going about your day, unaware of what the fundraisers are doing.
- Once in a conversation with the fundraisers you will listen to what they have to say, and be attentive to how they interact with you.
- You will draw the conversation to a close without signing up for a monthly direct debit or regular card payment.
- You will complete an online feedback form about your experience interacting with them.

We will provide you with training to equip you to complete a mystery shop. This will include tips about approaching and interacting with fundraisers, what to ask and say, how to end the conversation and complete the feedback form. This will be delivered virtually.

Where and when

Each week the face-to-face fundraisers we work with let us know which sites they will be visiting on our behalf the following week.

They will set up a stand, with various branded materials such as pull-up banners, in a public setting such as a train station, shopping centre, supermarket, garden centre or high street retailer.

Each week they will have around 25 stalls set up in locations across the UK. The towns and cities they visit does vary, but they are often present in:

- Aberdeen
- Birmingham
- Derby
- Edinburgh
- Glasgow
- Liverpool
- Leeds
- London
- Nottingham
- Sheffield
- Swindon
They will be in the same spot all week from Monday – Saturday, usually 9am – 4pm or 12-4pm. But the stall may be unattended during lunch and other breaks.

Once you are at the venue, it will take approximately 15 minutes to speak to a face-to-face fundraiser and approximately 15 minutes to complete the feedback form about your experience talking to them.

There will be no set frequency with which you would be expected to take part. We will simply notify you regularly about where the face-to-face fundraisers will be, and if you are available to do a mystery shop you just let us know.

**The skills you need**

- Confidence to approach and interact with our fundraisers in a public setting.
- Able to follow a conversation, ask questions, and remember key details about what was said.
- You will need to have access to, and ability to use, a smart phone / device with internet access to complete the online feedback form about your experience.

**The benefits for you**

- When you volunteer with Alzheimer’s Research UK, you’re helping us make breakthroughs possible.
- You will ensure that members of the public have the best possible experience when interacting with our face-to-face fundraisers, which means more people understand the power of research to find a cure for dementia.
- Your support will directly help us meet our organisational objectives of Engagement, Growth and Organisational Excellence.
- We will provide you with training and support to complete the role.
- We will listen to what you have to say, ask you what you think, and value your feedback.
- We can reimburse reasonable out-of-pocket expenses such as travel to a venue to do a mystery shop.
- To keep you up to date with what’s happening in our volunteering community, we’ll send you our regular e-newsletters.

**The next step**

To apply, please fill in our online application form: [https://www.alzheimersresearchuk.org/how-you-can-help/volunteering/mystery-shopper](https://www.alzheimersresearchuk.org/how-you-can-help/volunteering/mystery-shopper)

If you have any questions about this role please contact the volunteering team by email: [volunteer@alzheimersresearchuk.org](mailto:volunteer@alzheimersresearchuk.org) or telephone: 0300 111 5555.

For further details visit our website: [www.alzheimersresearchuk.org/volunteer](http://www.alzheimersresearchuk.org/volunteer)