

09/09/14

**Thank you for expressing an interest in taking part in this important and exciting piece of research.**

Ashworth Research has been commissioned by CAFOD, the Catholic international aid and development charity, to investigate young adults' views towards potential ideas for their future strategy. Over the next month we are carrying out some research with Catholics aged 18-29 via online group discussions. We would very much like you to be involved in the research.

**Who we would like to participate in the research**

Catholics aged 18-29 from across England and Wales who attend Mass at least once a month.

It does not matter how much you currently know about CAFOD or other international development charities as we are looking for people with a range of experiences. We want to find out the views from Catholics who already campaign, donate and volunteer for charities as well as those who never have.

**What the research will involve:**

➤ ***An online group discussion.***

You take part in this online group via your laptop or computer. No additional software is needed but for the best experience you do need a computer or laptop rather than a smart phone or tablet. It is just like taking part in a webinar or chat room. You do not need a webcam, microphone or headset as the discussion will take place in the chat box and you can type in your answers.

The group will take place sometime between the 25<sup>th</sup> September and the 2<sup>nd</sup> October and last about 60 minutes. There will be about 7 other people in the group, which will be led by a professional moderator. As a group you will be asked some questions about various ideas and potential activities CAFOD could engage in. You will be able to see comments from the other participants and have a 'discussion' with them. It is your views we are interested in and there is not a right or wrong answer.

➤ ***Prior to the online group***

During the week prior to the group we will ask you to log onto the online platform 2 or 3 times. Here, we will ask you some questions that are just between you and the moderator.

As a thank-you for giving your time to take part in the research, Ashworth Research will offer you £20. This will be sent to you following your participation in the group. Alternatively, you may decide to donate the money back to CAFOD.

### **Reassurances**

All your answers in the pre-task and online group are confidential to the research project. Ashworth Research is bound by the Market Research Society (MRS) Code of Conduct. This means:

- Ashworth Research will never use your details for selling or marketing purposes.
- Your answers will be analysed with those of everyone else taking part and reported to CAFOD only at an aggregate level, not attributed to you.
- Individual's names and personal details will not be given to the client without your permission.
- Participation is entirely voluntary and you can withdraw at any time.

### **What do you need to do now:**

If you are aged 18-29, regularly attend Mass and would like to take up this exciting opportunity, please contact Becky Lewis at Ashworth Research ([becky@ashworthresearch.co.uk](mailto:becky@ashworthresearch.co.uk)) as soon as possible. Please include your email address and if possible a telephone number where we can reach you in the next few days.

Becky can answer any further questions you have. As we are trying to make sure we find out the views from a broad cross-section of the Catholic community, we may ask you a couple more questions about where you are based regionally, your age and any previous contact with international development charities. We will allocate you to an online group that fits your schedule and make sure you have all the necessary information to take part.

In the first instance please contact Becky by email: [becky@ashworthresearch.co.uk](mailto:becky@ashworthresearch.co.uk)

If you would like to speak to someone at CAFOD about the research please contact Matthew Sanderson, Young Adults Coordinator on 020 7095 5324 or [msanderson@cafod.org.uk](mailto:msanderson@cafod.org.uk)

We look forward to hearing from you,

The image shows two handwritten signatures. The signature on the left is 'Ashworth' and the signature on the right is 'Lewis'.

**Jacinta Ashworth & Becky Lewis**

Research Consultant  
Ashworth Research