The View from Chapter Two

Following loads of terrific insight, engagement and thought-provoking comments, images and videos in Chapter One, our Zoomers have been busily lending their thoughts to each of our specific Cause Collectives for the past 3 weeks.

More specifically, we've heard about perceptions towards the **Elderly and Loneliness** charities, how Gen Z are most likely to support them, their role within broader society, and have even sent them on digital safaris to give us insight into how they're interacting with your and other charities today. We haven't yet revealed who's behind the project, giving us plenty of opportunities to understand their unbiased thoughts.

Before we delve into the specifics, we want to share a couple of powerful collective insights that have run across all of our cause collectives.

Charities' lights are shining brightly

Our Zoomers recognise the important work that all charities are doing and view them positively. They know it takes more than charities alone to tackle the biggest issues - with many noting that governments need to do more - but they appreciate what's already being achieved. **They are willing to support your causes.**

"Despite the government being the obvious choice for who should be responsible, I think that charities are doing the majority of the work."

"I feel like the most work is coming from the volunteers who are doing the most for the charities. They are spreading the word and working hard to get others involved and helping the cause. They are raising money and encouraging others to do the same."

Mental Health runs across all charities

What struck us from our Zoomers is how often they linked all of our Cause Collectives back to mental health issues. It's the one issue that is prominent in their minds and capable of galvanising them to action across the cause collectives. **Relating your cause to positive mental health outcomes creates a connection to Gen Z.**

"We are currently in a mental health crisis. You can give them CPR, you can bandage their wounds. But for a mental health crisis, what can we do for people who need that kind of help, rather than just kind of put them in the same hospital?"

"There is a lack of specialist mental health support to help those with disabilities who are struggling with unique mental health difficulties such as social isolation."

"People can end up homeless due to struggling with addiction and their mental health. This is important as everyone should be able to talk about their feelings and work through it with a professional rather than feeling isolated and helpless."

Elderly and Loneliness - Charities mentioned:

We asked our Zoomers to list the charities they most commonly associate with assisting with the **Elderly and Loneliness** and have plotted them in the above word cloud. Age UK has strong brand recognition, with many noting its effective campaigns and broad advertising as a reason for this. Re-Engage was noted as being effective at mobilising the youth through their campaigns, with a fresh feel to them that plays well to Gen Z.

Key takeaways from our digital safaris for your cause collective

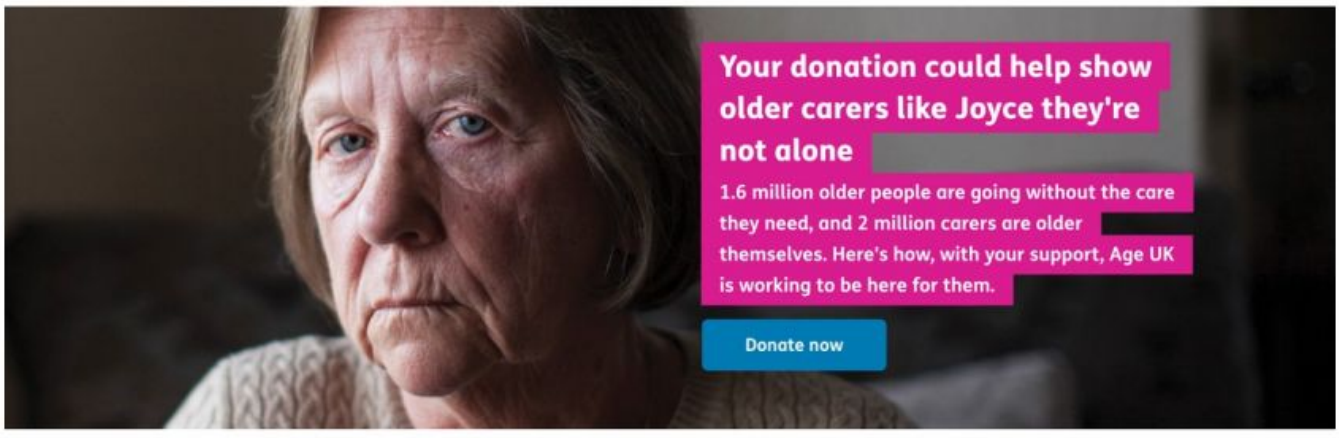
We sent our Zoomers to the website of your and other charities, asking them to tell us what inspired, motivated or caused them to disengage. Here's a preview of what they told us, and what it might mean for you.

Bring Gen Z into your conversations more directly

"The whole front page of the website is something that didn't resonate with me. There is nothing I can really associate with or grabs my attention. Having some younger people on the main page would help improve this."

GOOD INNOVATION

Personal, real life stories always add weight to your cause



The challenge

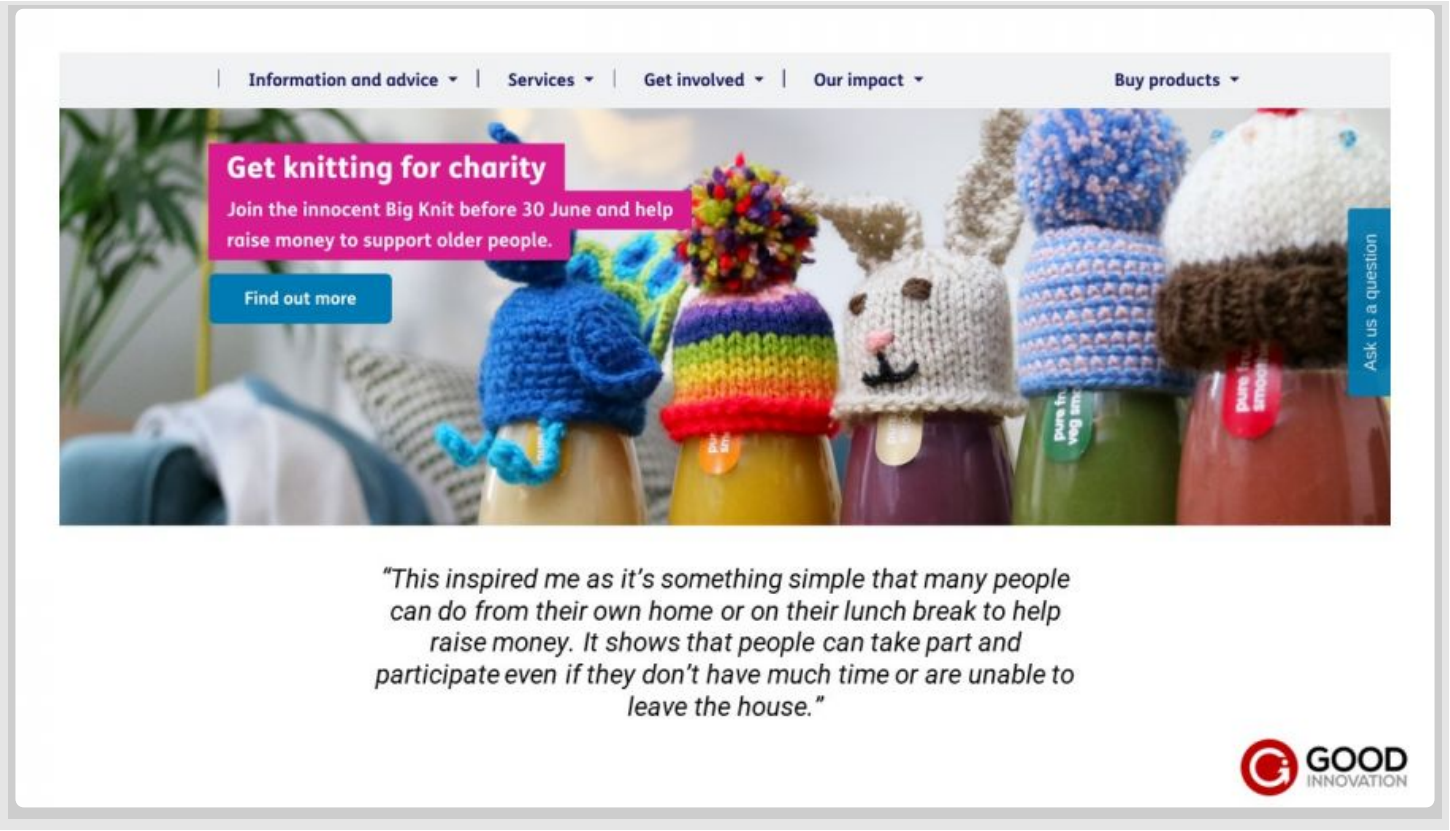
Everyone should get the high-quality care they need to live well as they grow older. But with our care system in crisis, millions are going without essential support - and they and their carers are reaching breaking point.

"This is inspiring as it tells a story of how donations and the help of Age UK went to benefit a real persons life. Real life stories help people to understand where the money and aid is going, and the true difference their donations can make."

"This motivated me to take action as it's a real life article from someone who is suffering and AgeUK have helped them. It shows where the money is going and if I raise money or help to campaign then I know where the money is going and what type of people it is helping."

GOOD INNOVATION

Dial up ease of volunteering options



Show me the facts!

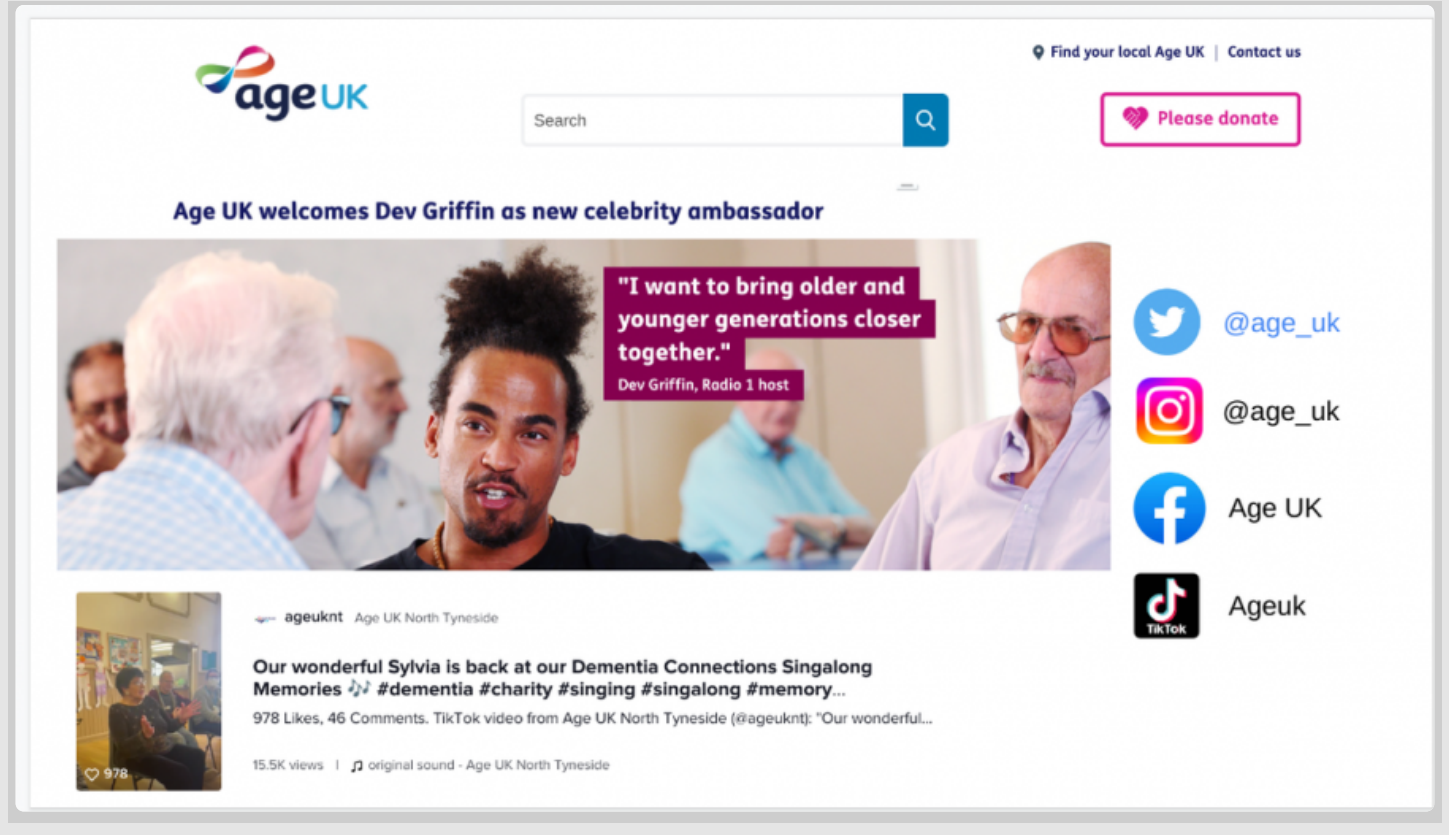
Gen Z expect to see facts, figures and proof of where their donations are going before committing to more involvement. They seek these specifically because they help them to make sense of, and evaluate, their personal impact on the causes they care about.

"I found it was very hard to find any articles or stories from patients or their families on how Alzheimers society has helped them and where the money that has being raised is going. I'm not saying that they don't do a great job but sometimes it's nice to hear how the charity has impacted them."

"I expected to see more real life articles from those that the charity has impacted."

"It would have been nice to see what kind of help the charity has done - perhaps some statistics of the what they have done e.g. 85% of elderly who have reached out to us have said they feel less lonely."

Finally, we asked our Zoomers how would improve and enhance the websites they'd looked at to really make them pop for their fellow generation. The below example really highlighted some of the vital components to drawing in a Gen Z audience online:



*"I have added in the **social media links and made them a big part of the page**. I feel that this is how younger people will interact with charities through their Instagram, TikTok or Facebook pages.*

I have added in a small clip from their TikTok page as this could inspire them to follow them on TikTok and get involved in their charity.

*I have also **added a big section about Dev Griffin being their new brand ambassador**. This is someone who many people will know, especially the younger generation with him being a radio 1 DJ. With a **younger celebrity being a brand ambassador, this could inspire younger people to get involved**. They may now go on to follow him on instagram, TikTok etc. and find information on how he interacts with AgeUk."*

Next time: we wrap up our final newsletter by revealing your charities to get Zoomers' honest views, and dig deeper into their thoughts for your specific cause collective: how to create greater engagement with volunteering, campaigning, donating and fundraising!

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