



Drawing the curtain on Chapter Two

Faster than a TikTok dance craze, we've come to the end of our newsletter series! In an exciting two prior weeks, our Zoomers have been busy sharing their thoughts, opinions and ideas on not just the Elderly and Loneliness as a cause, but specifically on *you*: **Age UK**

They've taken a detailed look into some of your materials and shared what drives them to engage across volunteering, donating, fundraising and campaigning. Not only that, but we've also asked them to unpick the key moments in their life for charities to best approach them to capture their support.

So, swipe (or scroll) down to get stuck into a snapshot of what they told us!



They love your work!

Not only do our Zoomers have a huge amount of respect and appreciation for what you do as an organisation, they're also extremely buoyed by the fact that you're engaging with them specifically as an audience – as they can feel a bit neglected when it comes to charities:

"I think Age UK is doing incredible work for the older community, but as being a charity aimed for older people it may be harder to relate and gain support from a younger generation. So it's great that they've got behind this community to learn more about how to outreach to the younger generation."

"I am so glad that so many charities want to help find out more about young people and I think it's great that young people want to help and support this charity."

Their Key Piece of Advice? Social Media, and making them feel involved.

They were consistent in their belief that Age UK could make **greater use of social media** – it's where they're hanging out and having their most interactions! Alongside that, **making them feel more involved with initiatives aimed directly at them** can catch their eye:

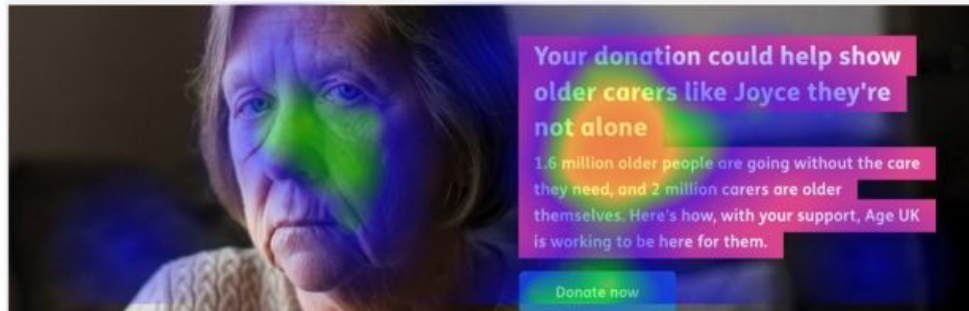
"The easiest way to keep in touch with the younger generation, especially as we keep going forward in the technological modern world is through social media, it's such a powerful tool and with the vast majority of us being online it's the best way to send out messaging and keep us engaged. Platforms such as TikTok especially as it's such a fast paced and easy way to access us."

"My main piece of advice to Age UK is to keep interacting and helping young people know why they're needed in Age UK's campaign, and that even though they don't use the charity now, they might in the future."

Welcome to Quick Wins:

In this section, we highlight a sample of quick and actionable tactics that could help to drive engagement with our Zoomers, whether it be across Fundraising, Donating, Volunteering or Campaigning. These are all based on the specific ways you've spoken about these critical areas in your materials, so let's dive in!

Fundraising & Donating: Small acts CAN make a big difference, alongside variety & proven statistics



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.

What's working:

- Clearly presenting **easily understandable statistics** allows Gen Z to frame a problem they might not be immediately familiar with.

"The facts are engaging and motivating, showing how many people need your help."

How might we improve:

- Our Zoomers gravitate more towards **images that empower**, rather than seemingly designed to portray pity

"I don't like how sad she looks and I think that it's un motivating and it instead should show a carer from Age UK helping make an elderly person less lonely to show they really are making a difference."



Volunteering: Clearly establish time commitments and surprise Gen Z with language and imagery



What's working:

- Quick, easy and efficient ways to help – with **upfront specifics about time commitments** are motivating for our Zoomers.

How might we improve:

- Adapting the video to **Instagram or TikTok cut-downs** could broaden access to this information for Gen Z.

"I like how it gives the timescale - it shows that it takes no time at all to sign up. This is motivating as I think lengthy processes can put people off volunteering."

> "Would be better as an Instagram video or TikTok."



Campaigning: Empower Gen Z with specific and inclusive actions



What's working:

- **Inclusive language really speaks to Gen Z's** desire to offer help to all sections of society.

How might we improve:

- Pay attention to broader **context of societal pressures in your language** to avoid potential knock-on effects.

"They are also focussing on other age groups that are struggling which shows that it is an inclusive charity which I like."

"There are all sorts of inequalities between people so bridging the gap to keep quality of care same is vital."

"Only problem is mentioning rising living costs could mean less people donate as no one has spare money as often anymore to give away. That extra £5 could make a real difference to anyone now."





Put it to a Vote!

As we know (very well!) there are many different ways of supporting a charity. But we wanted to explore what determines the type of support Zoomers want to give.

We did this by asking our Zoomers to tell us if they **agree or disagree** with 3 key statements to get them to pin their colours to the mast.

Statement A: *"It's all about the time in your life. When I've got money one day, I'll donate money regularly. If I've got more free time, I'll volunteer. It's kind of a life-stage thing."*

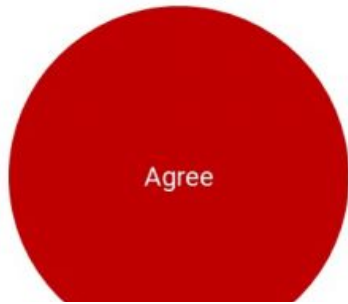
Statement B: *"It's about the kind of person you are. If I like socialising or I like the idea of being part of something, I'll volunteer or campaign. Or I might be the kind of person who just wants to give money as that's easiest. It's a personality thing."*

Statement C: *"Once you've supported a charity in one way, it's easier to support in another way. If I've raised money for a charity once, it's easier to convince me to campaign for them another time."*

Scroll down to see how the **Elderly & Loneliness** cause collective voted, why they felt the way they did, alongside what it means for you!

We asked for their level of agreement on this statement, and why:

"It's all about the time in your life. When I've got money one day, I'll donate money regularly. If I've got more free time, I'll volunteer. It's kind of a life stage thing."



Gen Z identify strongly with the idea that their financial and time capacity is currently limited, but hope this will change when they have more stable daily routines:

"I agree as this is the thought process that I follow when it comes to donating to charity. It is all about what you can offer at the time. For example right now as a student I don't have the time or the money to be donating to charity, but later on in my life when I will hopefully have both I intend on helping a charity."

Finally, we asked Gen Z to pull out their AI-predicting digital crystal ball and cast their eyes into their own futures to take a stab at how their relationships with Age UK might evolve. They see lifestage as being a particularly important influence on when and how they'd be likely to get involved:

"Younger (20s) - I would fundraise and volunteer instead of donating because i would have more time and less money (I would probably need to save my money).

30s - I would fundraise and wouldn't donate as I think that I would need my money at that time in my life.

40s - I would probably fundraise and possibly volunteer because I may or may not have enough time to volunteer if I'm working but I think I would be able to fundraise.

but when I am older (50s -80s) and have more money, I would donate. I also would probably volunteer when I retire."

Gen Z Thought Starter for On-going Support: Zoomers often perceive their likely contributions to initially be giving a little, every now and then. But in the moment, this can feel as though it lacks significance, and support can lose momentum.

By providing an individual 'Supporter Profile' that keeps a record of these seemingly small efforts over their 20s, 30s, 40s, you can show the progress of their commitments over time. So when they feel capable of giving more time, money or effort (possibly before the age of 50!), they have an established track record to fall back on, and crucially are 'bought' into your cause.

Thank You! This is the final instalment of our Inspiration Newsletter series and we look forward to sharing our toolkit of actionable Gen Z insights, innovations and inspirations with you soon!

Find out more: hello@goodinnovation.co.uk

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