

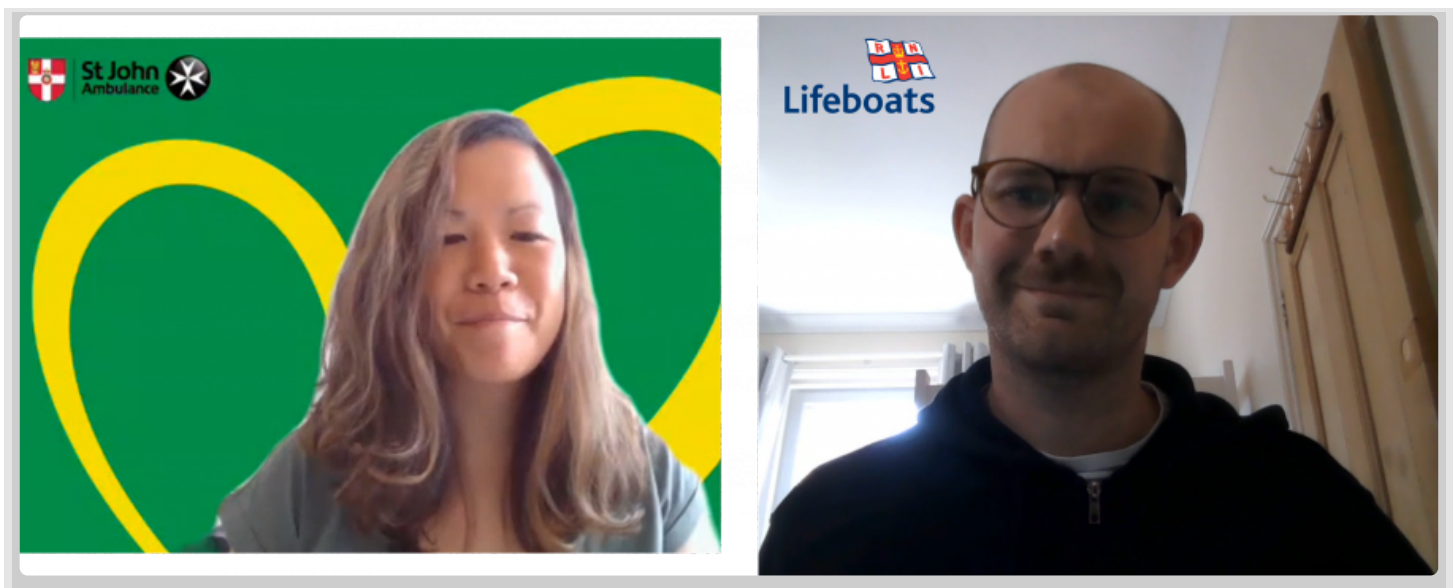


Drawing the curtain on Chapter Two

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 Emergency Response & Lifesaving Intervention as a cause but specifically on *you*: **RNLI and St John's Ambulance**.

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 feel very good about them because first aid is very important. It's also very nice to see they are doing research to target the younger audience."

"It's really a good gesture to have such a discussion. They should actually be engaging more with us as a young generation, most importantly on social media."

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

They were consistent in their belief that RNLI and St John's Ambulance 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:

"Make sure that your opportunities for young people make us feel like valuable people in the room, and in their charities."

"I think the best way they can do this is through social media! We spend so much time on it, so it's a missed opportunity to leave it out."

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. They are all based on the specific ways you've spoken about these critical areas in your materials, so let's dive in!

Fundraising & Donating: Highlight ease, be specific & offer support

The screenshot shows a fundraising page for RNLI Gardens. The page includes a title 'What is RNLI Gardens?', an introductory paragraph, and two numbered steps: '1 Sign up to host an RNLI Gardens event' and '2 Choose how you'd like to fundraise'. A 'Mayday! Help RNLI lifesavers get there in time' section is also visible. The page features the RNLI logo and a 'LIFEBOATS' logo. Feedback annotations include green smiley faces and red frowny faces. A 'DONATE NOW' button is highlighted in orange, and a 'FIND OUT MORE' button is highlighted in grey. A 'GOOD INNOVATION' logo is in the bottom right corner.

What is RNLI Gardens?
As the warmer weather tempts us back outside to make the most of our outdoor spaces, the heat will be rising for RNLI lifesavers across the UK and Ireland.
It doesn't matter who's in trouble or where they are, our volunteer lifeboat crews and lifeguards will answer the call to help every one they can.
You can be their hometown hero by hosting your very own outdoor fundraiser this summer.

1 Sign up to host an RNLI Gardens event
Follow the steps on this page to sign up, and we'll send you a welcome pack with everything you need to get started.

2 Choose how you'd like to fundraise
From garden parties to picnics in the park, RNLI Gardens is all about getting together to celebrate our lifesavers.

Mayday! Help RNLI lifesavers get there in time
Every second counts when someone's in danger at sea. Donate to the Mayday Appeal and you can help lifeboat volunteers be there when they're needed most.

What's working:

- It's great to show the support offered to help get started, alongside urgent language like 'every second counts'

"Providing welcome packs motivates me to try as it is easier to fundraise with some help."

How might we improve:

- Gardening is not something that feels highly relevant to our Zoomers; could a different example be used?

"Doesn't really appeal to my generation, makes me think of older people at tea parties to be totally honest."



Volunteering: Be age relevant, and show Gen Z the skills they can gain

Quick ways to volunteer

Fancy volunteering but don't have the time to commit to a role? We've got some quick, easy ways to support our lifesaving service.

We appreciate our supporters lead busy lives and can't always offer a regular commitment. So here are some ways you can get involved and volunteer when it's most convenient for you. In return, you'll have the opportunity to make a real difference to our lifesaving work.

What can you do?

RNLI Local Ambassador

Do you have a business near the beach? If so, you could help save lives by promoting some of our water safety messages. [Be an RNLI local ambassador](#)

Sand signage

Do you live near the coast? If so, you could be involved in producing innovative water safety sand signage. [More about sand signage](#)

Event volunteer

Volunteering at our events is a really easy way to help save lives at sea. Be on hand to help the event run smoothly.

Cheerer

Join the RNLI events crew at a running event near you - cheer on runners who are raising money to save lives at sea.

Digital website tester

Can you help test our digital products to see how sure they are intuitive, engaging and easy to use? Use your current skills and help make a difference by giving feedback on the RNLI website.



Do you enjoy speaking with the public, have the gift of the gab and a passion for our lifesaving work?

Why volunteer to promote the RNLI?

- Spreading the word about what we do is crucial to raising water safety awareness. Gaining new supporters and ultimately saving lives at sea.
- RNLI visits volunteers can make a real difference in ensuring that people arrive as visitors and leave as supporters.
- Have fun, meet new people and join a motivated and enthusiastic team who are making a difference.
- Learn new skills and gain experience to enhance your CV.
- Gain the satisfaction of giving back.

What's working:

- Offer Gen Z career relevant skills and experience through flexible volunteering opportunities

"Nice to include talk about CVs as young people are applying to uni/jobs and have little experience."

"I really like the fact that they're sensitive to the fact that lots

How might we improve:

- Always remember that, no matter the topic, great design principles and imagery aid interest in a topic:

"A lot of text, no colour or brightness. Feels like a chore to read."

Campaigning: Empower Gen Z with specific actions & real-life stories

Why I respect the water

Meet the survivors who say the Float to Live technique helped save their lives.

Spread the word

Once you've read and listened to these stories, please share them with your friends and family.

Sharing these stories will help to spread the word about the Float to Live campaign and keep others safe in and around the water.

#RespectTheWater

Together we can save more lives.

Stay informed

We'd love if you could support our campaigns.

For the most up to date information on our activities, follow us on Twitter

Follow @stjohnsalance

What's working:

- Real-life stories create emotional and strong incentives to campaign

"Shows that me helping will have a real effect."

"I like when you get to see real accounts of people who have benefitted from the service charities provide."

How might we improve:

- Give Gen Z the detail they need to make a success of their efforts:

"There isn't much information - how can I support, why, and what impact will my support have - this is all really important."



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 **Emergency Response** 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 struggle to see how the younger generation will have money to donate to charity. Where as when you grow up and have more

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 your charities might evolve. They see lifestage as being a particularly important influence on when and how they'd be likely to get involved:

"I believe I would donate more money as I will have more disposable income (when I find a stable income). Even further down the line, when I have children, I would most likely donate more time to charities to teach my children about the importance of giving."

"So when I commence a full time, stable job, I hope to not only increase regular monthly contributions but also to give donations on an ad hoc basis so I can support more of a wide range of charities. It would be the best time for me to support charities financially as I would not have the constraints of studying/unemployment so I could dedicate a decent chunk of my time to supporting charities."

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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