



Generation Z Opportunity Areas



Flexible escapism



Key insight

“I have a busy schedule and am always juggling studies, work, and my social life. I want to give more than money to the causes I care about, but I don’t have a lot of spare time.

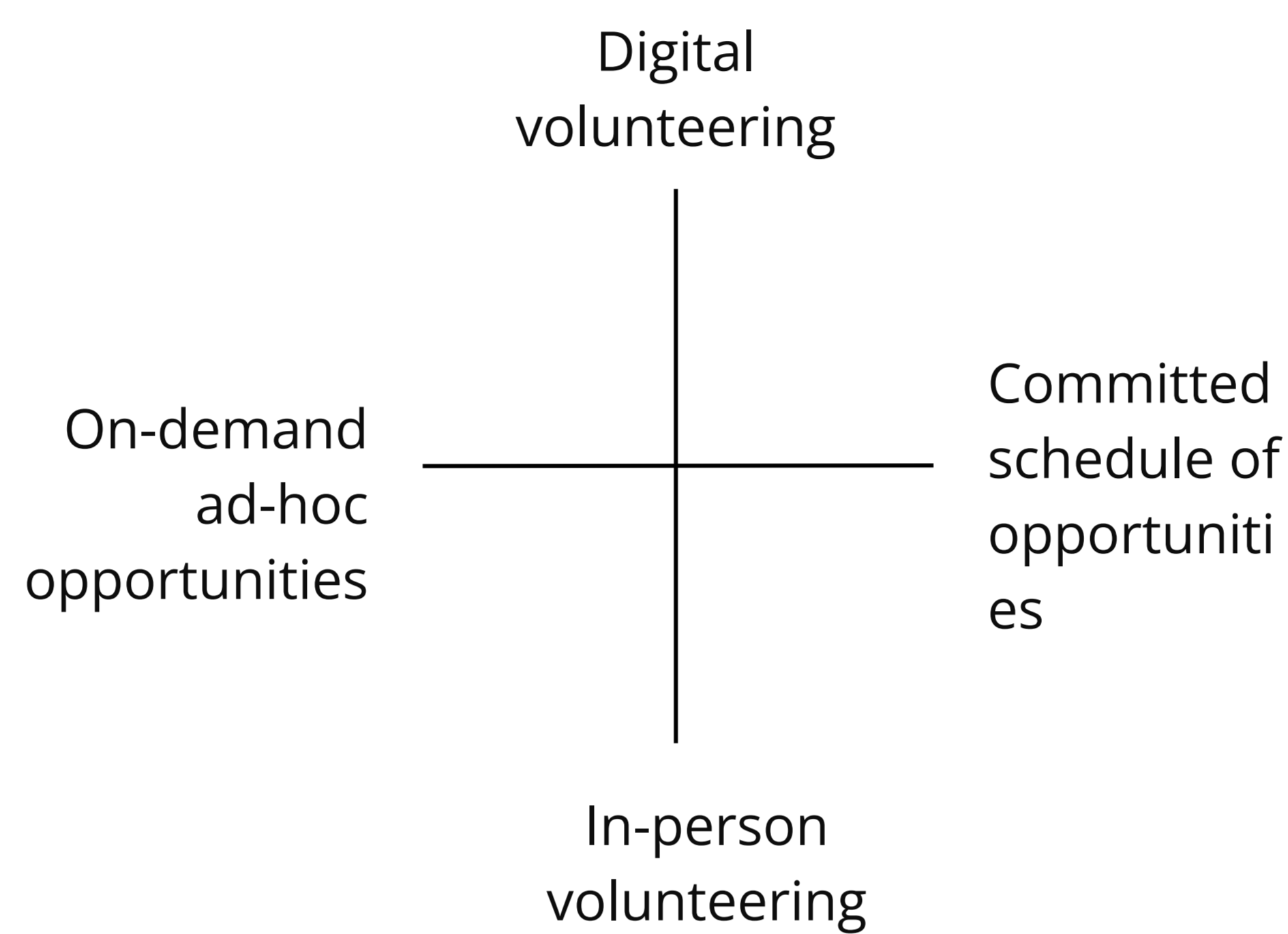
I need a way to fit volunteering into my busy life without having to commit to large chunks of time.”

Flexible escapism

Challenge statement

How can we provide more flexible volunteering opportunities to our time-poor Zoomers so they can work it into their busy schedules?

Quadrant



Unmet Needs

- I need to be able to plan my schedule. I need to know the time commitment required upfront
- I want volunteering to be quick and easy, I don't want to go through lots of admin every time I want to volunteer
- I want little moments of escape across my hectic week
- I want to work this into my busy schedule. How can I select the opportunities that suit me best?
- I need flexibility to book my time for volunteering at short notice
- I want to give my time from where I am, rather than travelling somewhere to give my time
- I want choice and variety so I feel refreshed, inspired and energised

Participant quotes

"If I could volunteer for a short time whenever is convenient for me I would be happy to volunteer."

"I would use an app where you can pick up volunteer shifts last minute. I move around a lot and would need flexibility."

"If there were more charities that would allow me to attend a one-off event rather than commit to a certain schedule that would be really helpful."

"I would be encouraged to volunteer for a charity if there were remote volunteering opportunities so I could fit it into my life."

How Might We...

Make volunteering less time intensive by offering short bursts?

Offer Zoomers more digital volunteering opportunities?

Be more explicit upfront about the time commitment required?

Reduce the upfront admin required to volunteer?

Balance flexibility with feeling part of a collective and something bigger?

Encourage long term engagement through an accumulation of shorter time commitments?

Collaborate with other charities to become the go-to place for on-demand volunteering?

Make flexible volunteering impactful and meaningful?

Leverage our charity's assets in order to offer a volunteering experience that is truly escapist compared to their everyday life?

Creative Exercises

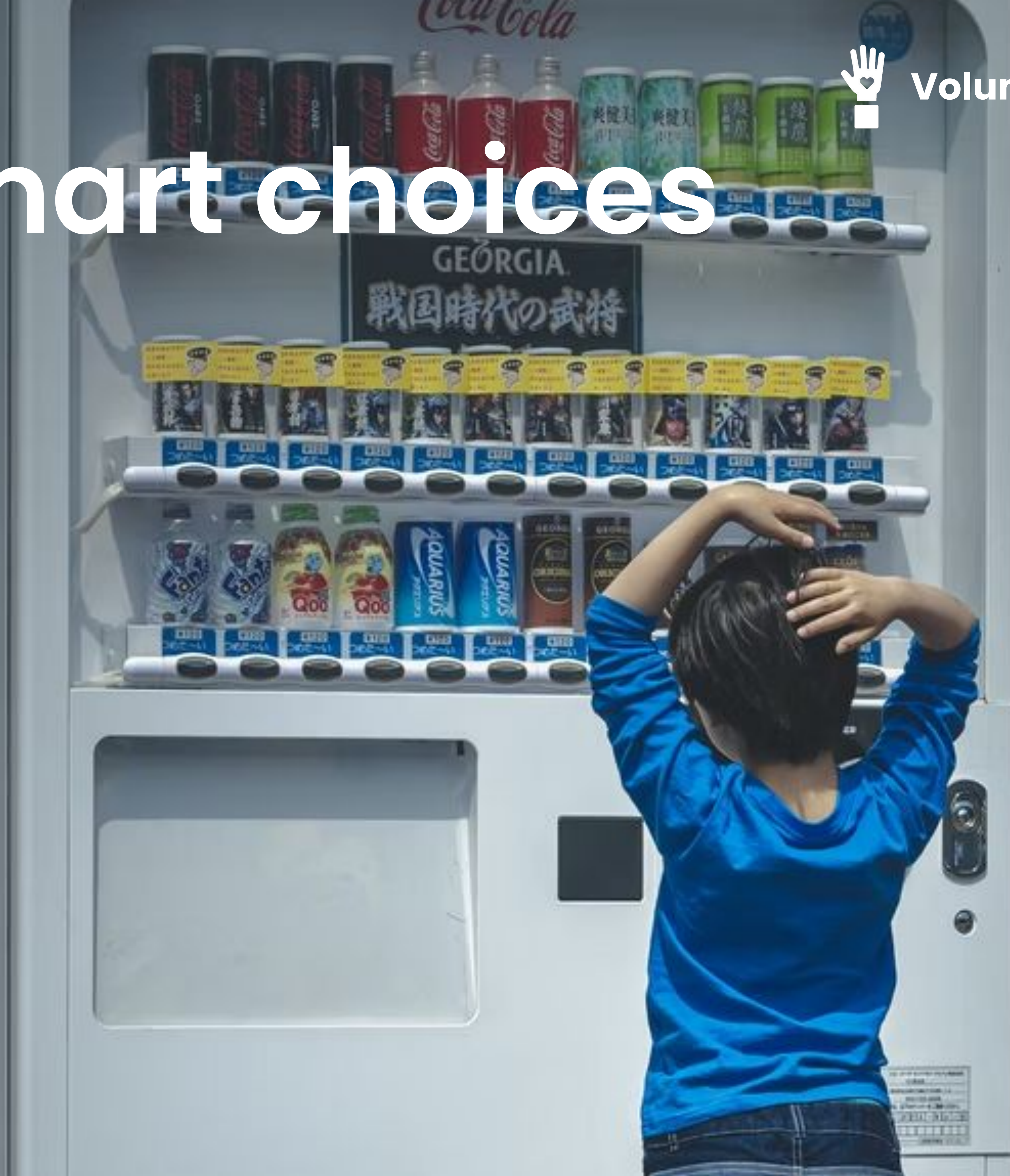
If you only had 30 minutes of their time, what would you offer?

If it was bookable at the last minute, what would you do?

How would you do this if you were Uber?



Smart choices



Key insight

“The digital world we live in means I am used to lots of choice - often at the click of a button. I would like to put the skills I already have to use but I don't know of all the different ways I can give my time to charities.

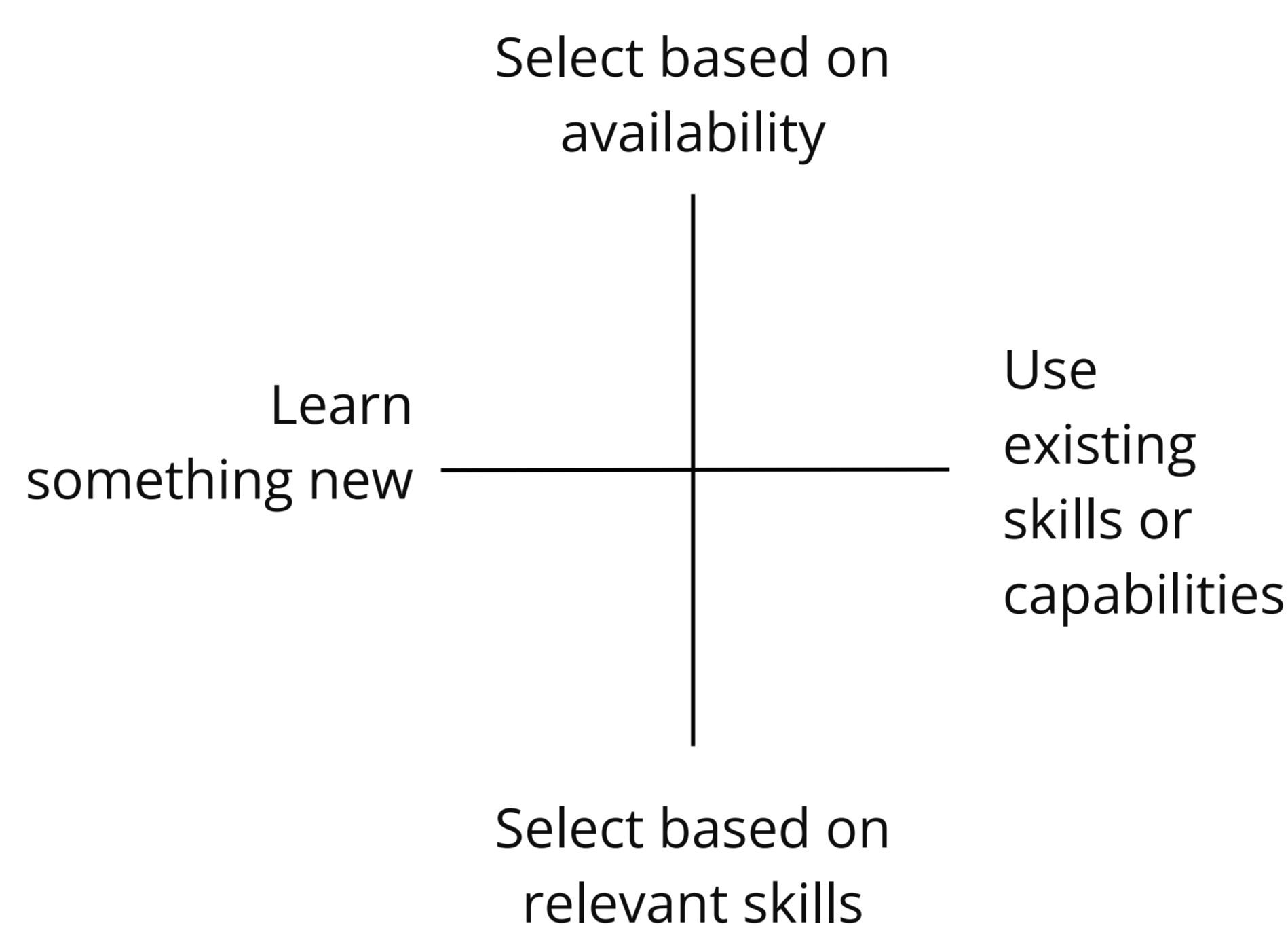
Without time to search myself, I need charities to show me a range of relevant opportunities so I can select the one that is most suited to my skills, passions or interests.”

Smart Choices

Challenge Statement

How can we display the wide variety of ways to volunteer and accurately portray what they can expect from each opportunity?

Quadrant



Unmet Needs

- I want to understand all the different ways I can help and give my time
- I want choice and variety so I feel refreshed, inspired and energised
- I want age-relevant opportunities
- I want opportunities that will utilise my skills so I can truly contribute
- I want to be inspired and have the opportunity to learn new skills
- I need to know exactly what to expect from volunteering activities
- I need to be told about the range of opportunities, I don't have time to look for them

Participant quotes

"Because it is so easy for our generation to access information, I think it makes it difficult sometimes because the options can be overwhelming and an information overload."

"I like that a lot of charities offer multiple ways to volunteer to support them to cater for varying personalities."

"I've always wanted to get involved, but it's confusing to know what to do when I just reading something generic."

"Short and to the point descriptions mean I don't need to spend lots of time reading into something to understand the opportunity."

How Might We...

Explicitly show what a volunteering activity looks and feels like?

Tailor opportunities so they are relevant to their age group's abilities and interests?

Show them more digital-relevant or digital-first volunteering opportunities?

Help them feel like they're the experts bringing the skills to the opportunities?

Promote the wide range of opportunities available?

Use Zoomers to recruit their peers by using them as advocates for what they experienced?

Offer seasonal volunteering based on the time Zoomers have available in their holidays?

Use this generation to help build your marketing or gaming content?

Help Zoomers when they're 'shopping around' for volunteer roles, e.g. by saving their choices for later?

Creative Exercises

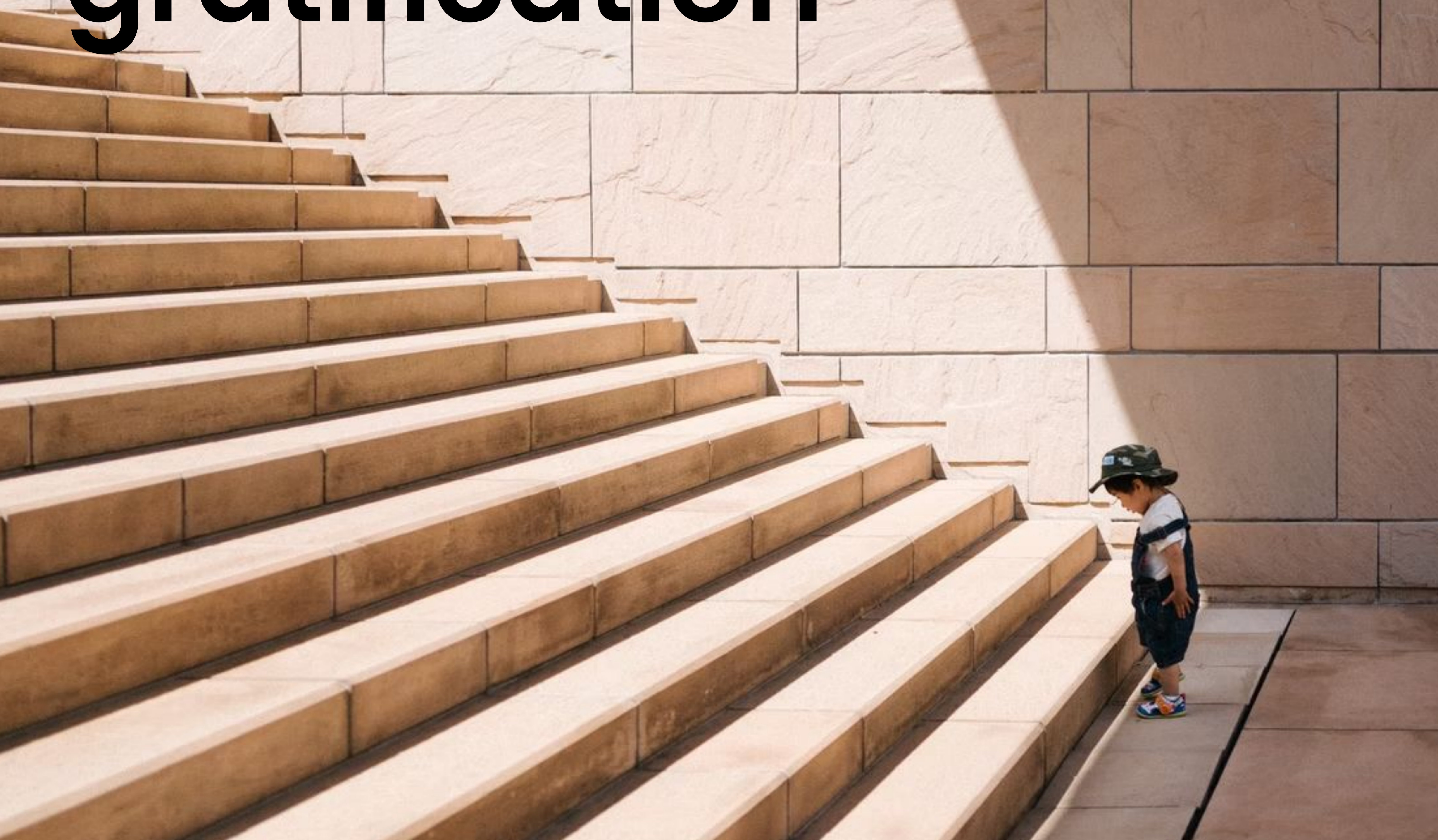
If you had to change existing opportunities to be more age-relevant, what would you change?

If you had to create 3 new roles for Zoomers, what would they be?

How would you show lots of choice if you were ClassPass?



Not just instant gratification



Key insight

“My personal and career development is my priority. I am focusing my spare time developing new skills to take into the workplace and gaining experience for my CV. But I don’t know how to start or where to look.

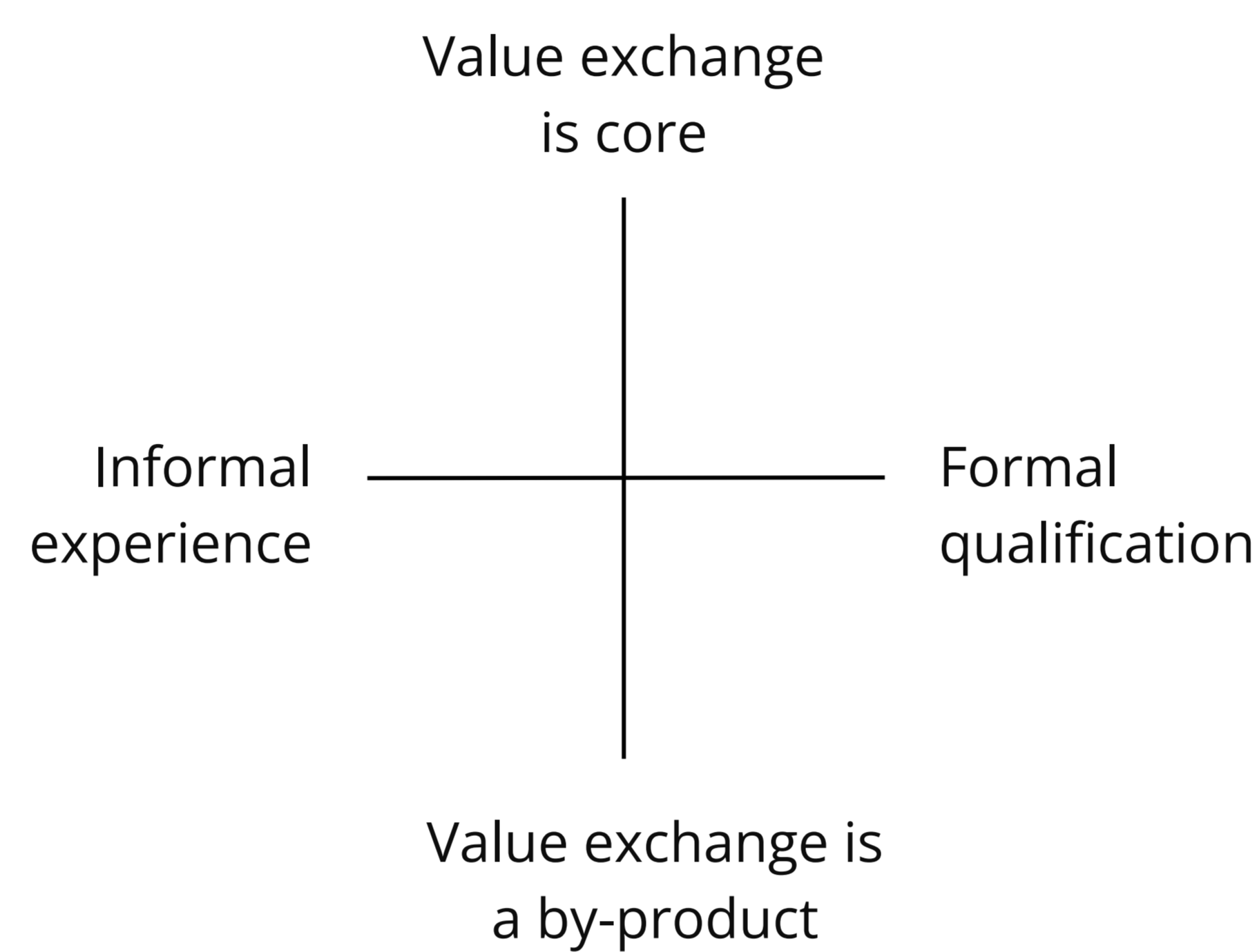
I need options that will clearly benefit me and my future, and ideally an easy way to find them.”

Not just instant gratification

Challenge Statement

How can we make the value exchange of volunteering integral to the design of volunteering opportunities?

Quadrant



Unmet Needs

- I want to understand what I can gain from volunteering
- I want to develop new skills to take into the workplace and add to my CV
- I want to work with like-minded people my age so I can grow my network
- I need the benefit for my career development to be at the heart of the role
- I want to clearly understand what's in it for me from the get go
- I want to record and track the personal impact it's having on me

Participant quotes

"People always want an incentive and it helps to know volunteering will also benefit you!"

"Young people want opportunities to develop employability skills like project management, innovation, leadership; managing finances as well as many more that can help with future careers."

"Showing the benefit in terms of employability is a good way of appealing to students and encouraging them to make their study breaks productive."

"It's nice to include talk about CVs as young people are applying to uni/jobs and have little experience."

How Might We...

Communicate the direct link to career development?

Dial up the benefits of experience and skills developments for Zoomer CVs?

Create a volunteering experience with coaching and development at its heart?

Partner with schools and universities; recruitment firms; or even graduate schemes in workplaces?

Learn from and mimic the success of the Duke of Edinburgh Award for young people?

Position volunteering as an extension of a vocation or hobby? E.g. Guide Dogs for trainee vets

Authenticate volunteers' experience with us, e.g. by offering a certificate or accreditation?

Co-create volunteering opportunities with this audience?

Offer a 'skills passport' as part of your volunteering, which young people can take with them after a role has ended?

Creative Exercises

What would a volunteering position look like that starts off with your promise to Zoomers, rather than the other way round?

Create opportunities tailored to popular career choices for Zoomers?

What if you had partnerships with the major universities?



Educate and inspire



Key insight

“We have a responsibility to save the planet and I am eager to help, but I don’t know how to make a difference. I want to have a real impact and my understanding is limited to social media sharing of links and signing petitions.

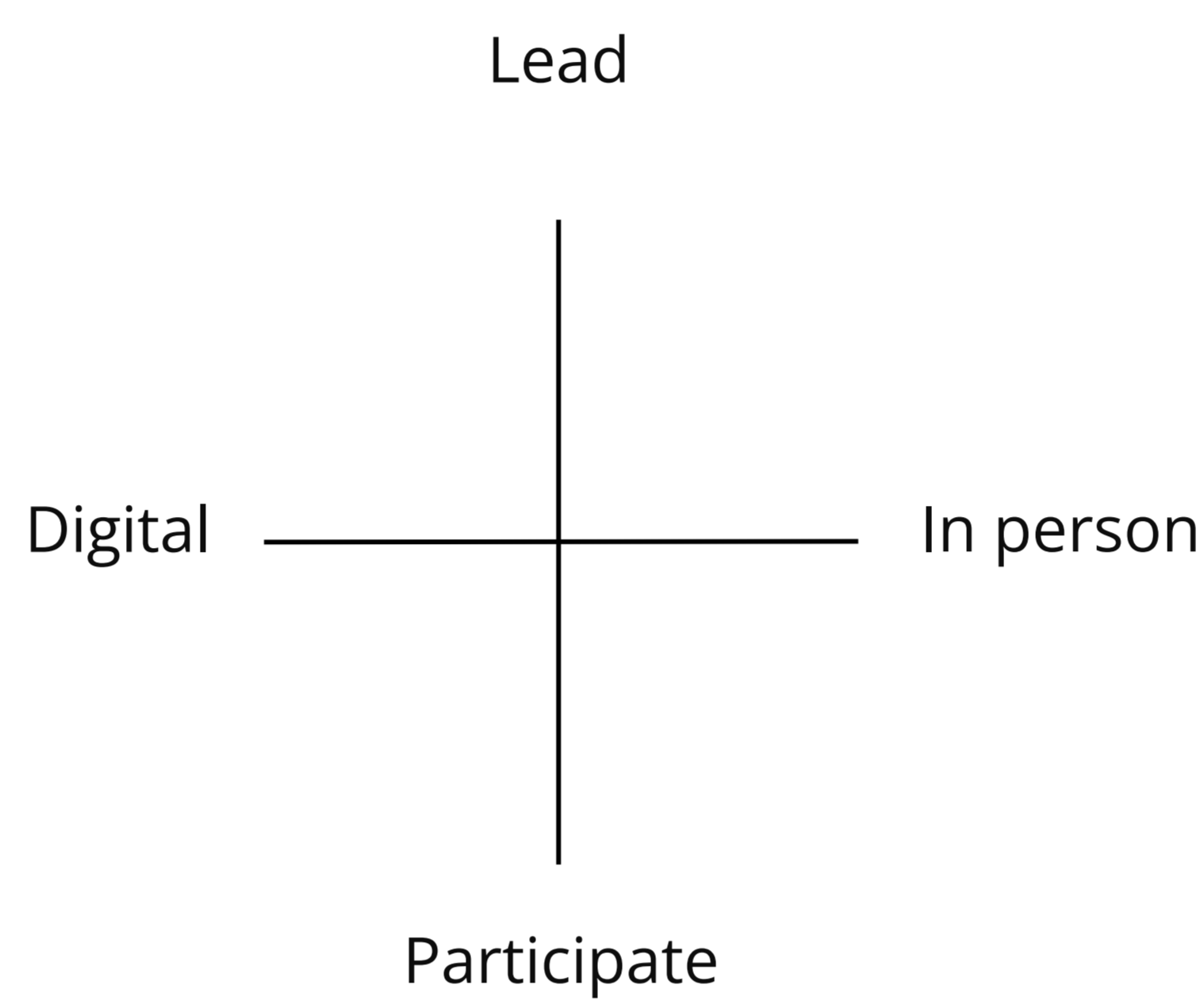
I need guidance on how else I can get involved and have the most impact.”

Educate and inspire

Challenge Statement

How might we educate Gen Z on what campaigning is, what it involves and how it makes a difference?

Quadrant



Unmet Needs

- I want to understand what campaigning involves
- I need clarification on the broad and varied approaches to campaigning
- I need information and guidance on how to get involved
- I want to have a real impact and make a tangible difference
- I want to inspire and influence others to join and campaign with me
- I am eager to get involved but I want more active involvement
- I need this to fit into my busy life

Participant quotes

"Due to social media being so heavily saturated, it's hard to know what's correct to be sharing and what isn't. This makes me hesitant to share and take part in campaigns."

"I would do more campaigning if I simply had more information on how to."

"I need more information about how to engage. Is sharing tweets and links on social media enough? If not, where else can I engage?"

"If charities also provided more resources or guidance on how people can effectively campaign or get started it would also encourage me to do so."

How Might We...

Create campaigning guidance packs for Zoomers?

Create ways of campaigning that aren't time intensive but still feel impactful?

Create a campaigning user journey so it feels more impactful than taking one isolated action?

Create more digital campaigning activities?

Provide more explicit information and guidance about what campaigning entails?

Showcase the impact of individual campaigning efforts to motivate greater participation?

Give evidence of how campaigning works, and the difference it's made in the past?

Give ownable or visible credit to people who have campaigned - a badge of honour?

Link potential campaigners up to a wider community, for support and inspiration?

Creative Exercises

What would be the perfect campaigning opportunity for Zoomers?

What does the campaigning version of Macmillan Coffee Morning look like?

What would be the chapter headings for the 'How To' book of campaigning?



Time to TikTok

Key insight

“With Instagram, WhatsApp, TikTok, gaming, I live online. I want to have a positive impact through my life online, but I question how much change I can make through my individual digital presence and reach.

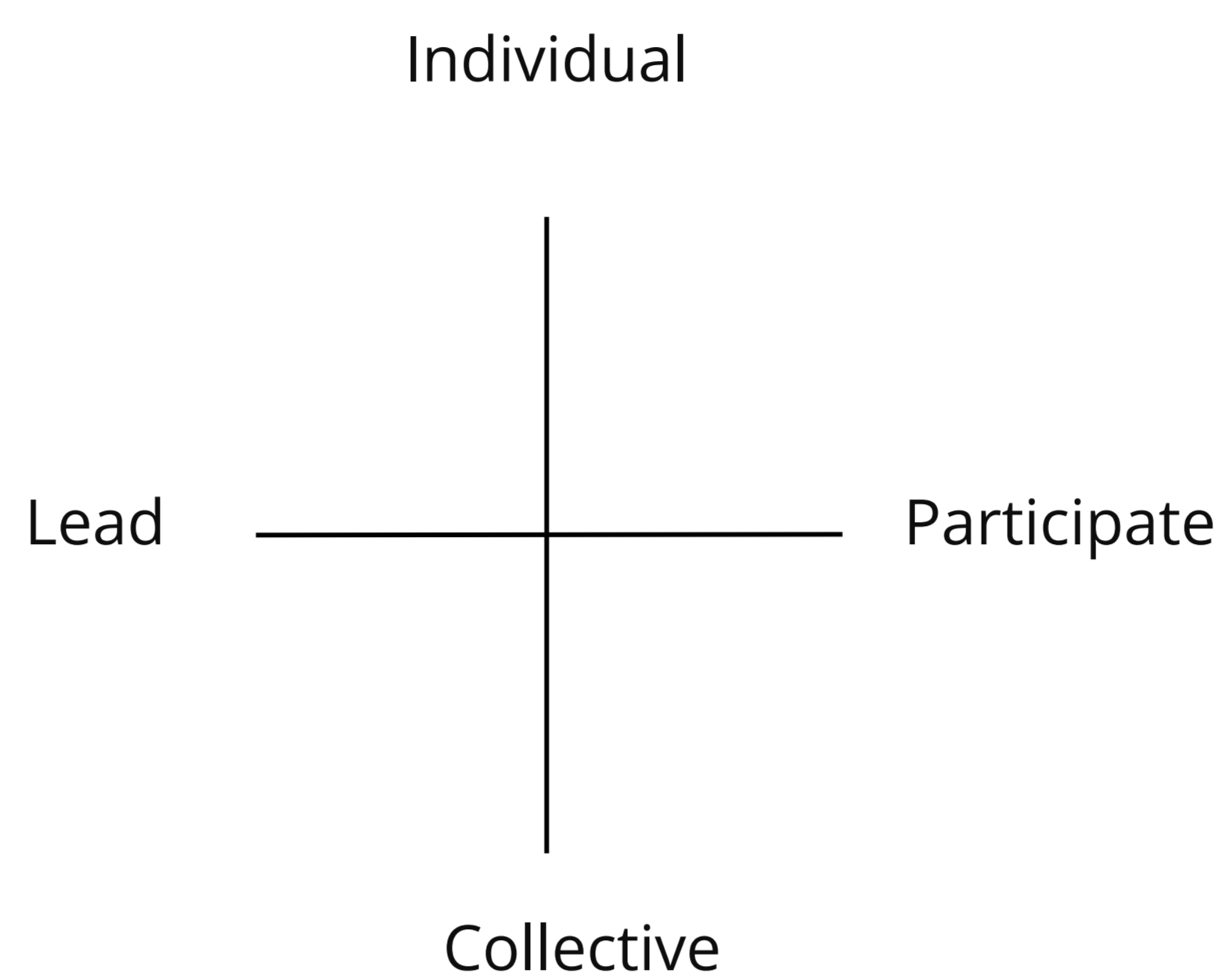
I need to feel like I’m contributing to something bigger and understand the impact I’m having through campaigning on social media.”

Time to TikTok

Challenge Statement

How might we use social media most effectively to drive campaigning?

Quadrant



Unmet Needs

- I want to feel like I'm contributing to something bigger
- I want to understand how my actions are helping
- I want to feel empowered to use my voice on social media
- I need to be credible and authentic, rather than using someone else's message or voice
- I want to promote the potential impact of campaigning on social media
- I want to use my time on social media for good, without having to log out and go somewhere else

Participant quotes

"Our generation is great at spreading awareness for charities as social media allows quick and easy distribution of social issues. This makes people more available to contribute to social causes which is great."

"There are different ways of campaigning which I may be able to fit around my life or even make it a part of my everyday activities. For example, posting or sharing things on social media."

"My main tool would be social media. I think that this is something that is forever growing and getting more advanced."

"I feel that the best way to motivate our generation is by using social media, Eg TikTok and Instagram to make videos."

How Might We...

Make the results of campaigning feel tangible when the activity itself is so intangible?

Create start and end points for a movement as a part of campaigning, and how to move along that path?

Be more proactive on digital platforms like TikTok and Snap, so that we meet Zoomers where they are?

Be more directive towards how we want Zoomers to campaign rather than letting them decide?

Provide guidance in a digestible, accessible and engaging way to encourage campaigning?

Ensure we have time & resource to be more reactive on socials, e.g. jumping on (and cashing in on) TikTok trends as they happen?

Get the right digital tools (filters, badges, etc) made to make digital campaigning easy, engaging & fun?

Gamify digital campaigning - and offer digital rewards?

Launch a content competition where Zoomers create a story or reel to enthuse others around your cause?

Creative Exercises

What would the world's worst social media campaign do? Now flip the worst bits.

What could you learn about social media campaigning from Zoomers?

What functionality would a social media network built solely for campaigning have?



Change Makers



Key insight

“Not enough is being done to help the state of our planet and societies. It’s difficult to recognise the impact I am making as one person. I believe in the power of many, but it’s hard to find like-minded others.

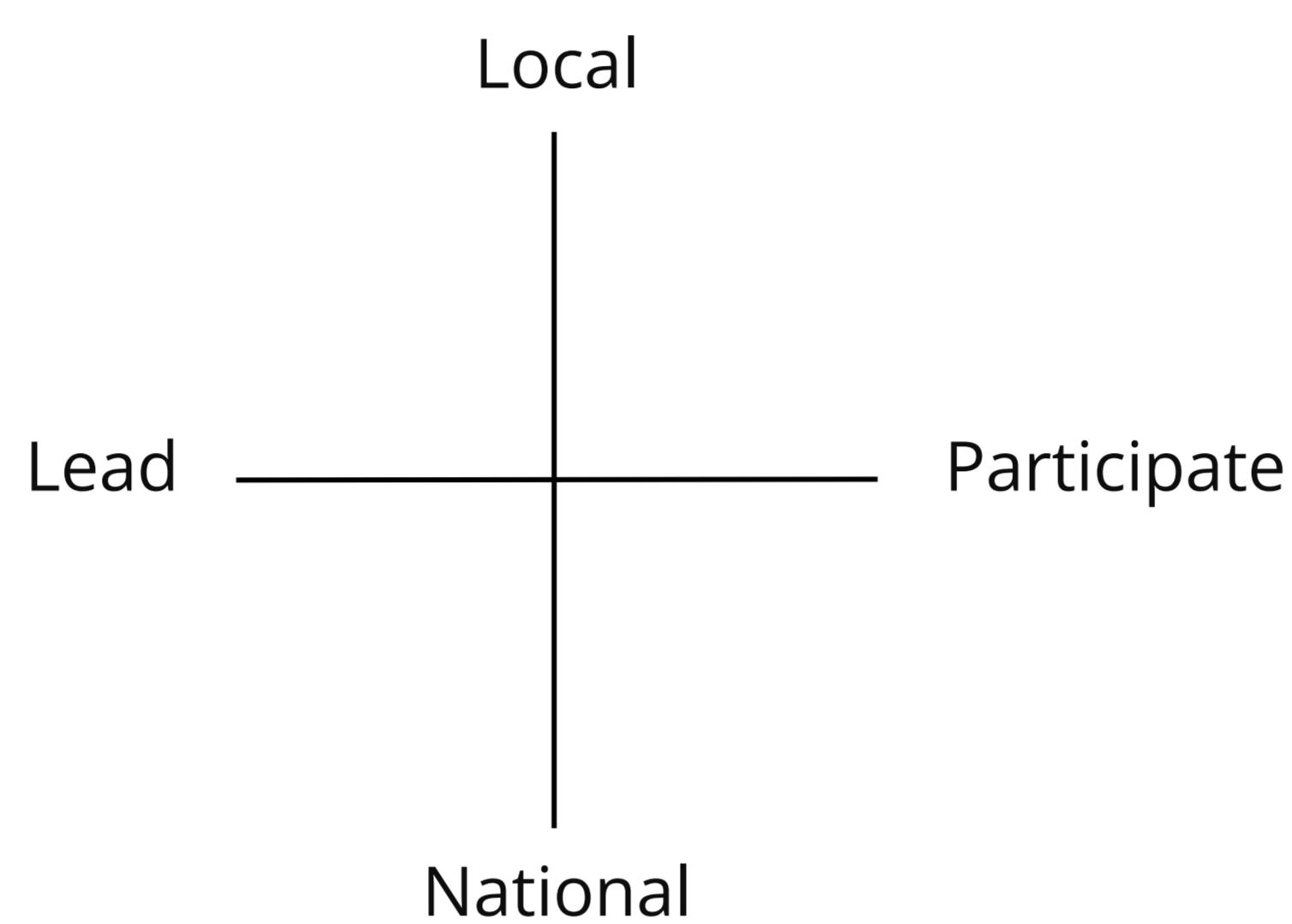
I need a way to join a collective effort to drive change, however big or small.”

Change Makers

Challenge Statement

How can we help our Zoomers to join forces and take action around a cause they collectively care about?

Quadrant



Unmet Needs

- I want to be a part of a collective effort with friends or influencer groups
- I want to feel empowered to influence my friends, family and the people around me
- I want access to join forces with a community of like-minded people
- I want to know about campaigns or events I can participate in with friends
- I need to be motivated to do even more
- I want to know others care as much as me so we can support each other in making change
- I want to use technology and social media to rally around a cause I'm passionate about and put my skills to use

Participant quotes

"The sense of banding together and community seen in our generation has done so much good."

"I like the use of figures - this makes it easier to understand how many people are involved and how big the problem is."

"Allowing us to use our own voice really shows that we as the audience are important."

"I would want my generation, the youth, to join me in this as they are our future doctors, lawyers, presidents, etc."

How Might We...

Provide local campaigning initiatives for a group less able to travel?

Create digital opportunities for collective campaigning?

Help individuals feel part of something bigger?

Provide age-relevant collective campaigning opportunities?

Promote collective campaigning beyond friendship groups?

Provide opportunities to do this with friends who may not be as passionate as them?

Buddy up experienced campaigners with fledgling ones?

Encourage campaigners to network with others online by recognising follows and connections somehow?

Tell positive and exciting stories about the power of small groups as well as the whole movement?

Creative Exercises

What would a Tik Tok campaigning meme be titled?

What would the ideal influencer look and sound like for your cause?

Rebrand your movement, and explain it as if talking to an alien

Show me the Money

Key insight

“There are lots of causes out there that are asking for my donations. I often see my friends raising money for what look like worthy programmes. But how can I trust that what I’m donating is having an impact?”

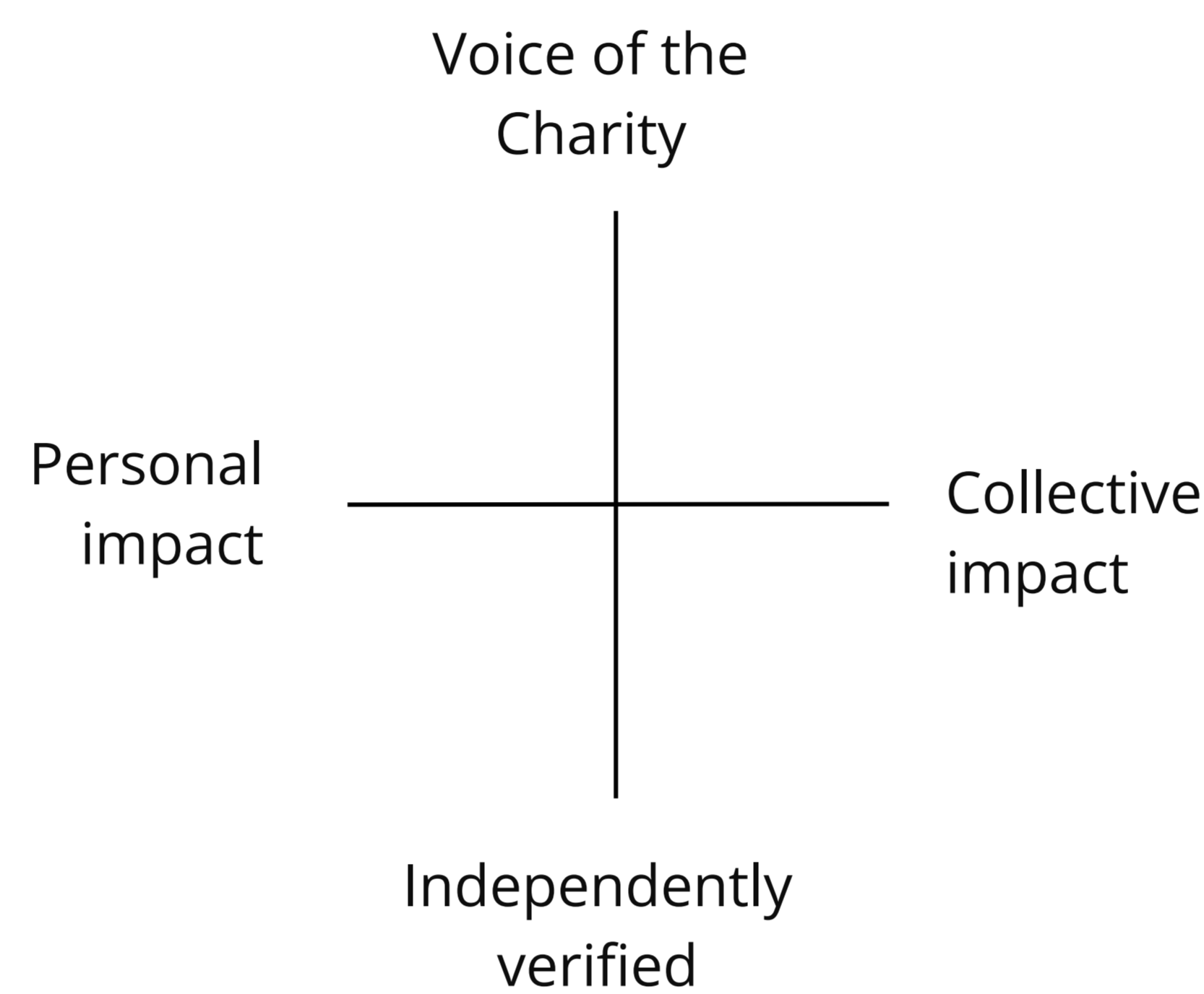
I need to feel confident that when I choose to make a donation, I know exactly where it’s going, and who it’s helping.”

Show me the Money

Challenge Statement

How might we better convince Gen Z that their donations are having the highest impact possible on those who need their help most?

Quadrant



Unmet Needs

- I want to feel confident that any donation I give is having the maximum possible impact
- I want 100% of my donations to go to the end user (or explain plainly why it doesn't)
- I want greater transparency over how a charity works so I can understand the financial breakdowns
- I don't want to feel like I'm just paying for big CEO salaries without knowing the benefit they're providing
- I want to hear real-life stories from those who are experiencing improved prospects as a result of donations
- I want to see proof from credible sources about your charity so I can trust the facts behind your claims

Participant quotes

"I'd really like updates from the charity possibly every month to let me know where my money is going and how it's helping."

"If a charity said 95% of your money donated goes directly to helping X, I think I would be happier donating."

"I would be more willing to donate if I could see directly how people would benefit people in need."

"There is still a lot of scepticism to how effective this can be or whether the donations given are going to the right places."

How Might We...

Be more transparent about the ways donations help charities bring about positive change?

Show impact of donations as clearly and simply as possible?

Continually update Gen Z as to the impact of their donations on an on-going basis?

Show the value of a cause's expertise, heritage, inherent knowledge, size and experience as part of donating?

Learn from individual giving pages in terms of the real-life stories they tell?

Create education packs on how causes bring the most value to the people they support?

Show how trusted you are through your relationships with other communities, organisations, and research bodies?

Show the value of the office admin and logistics work you do behind the scenes?

Tell better stories around the experience of your leadership teams, and justify the value they provide?

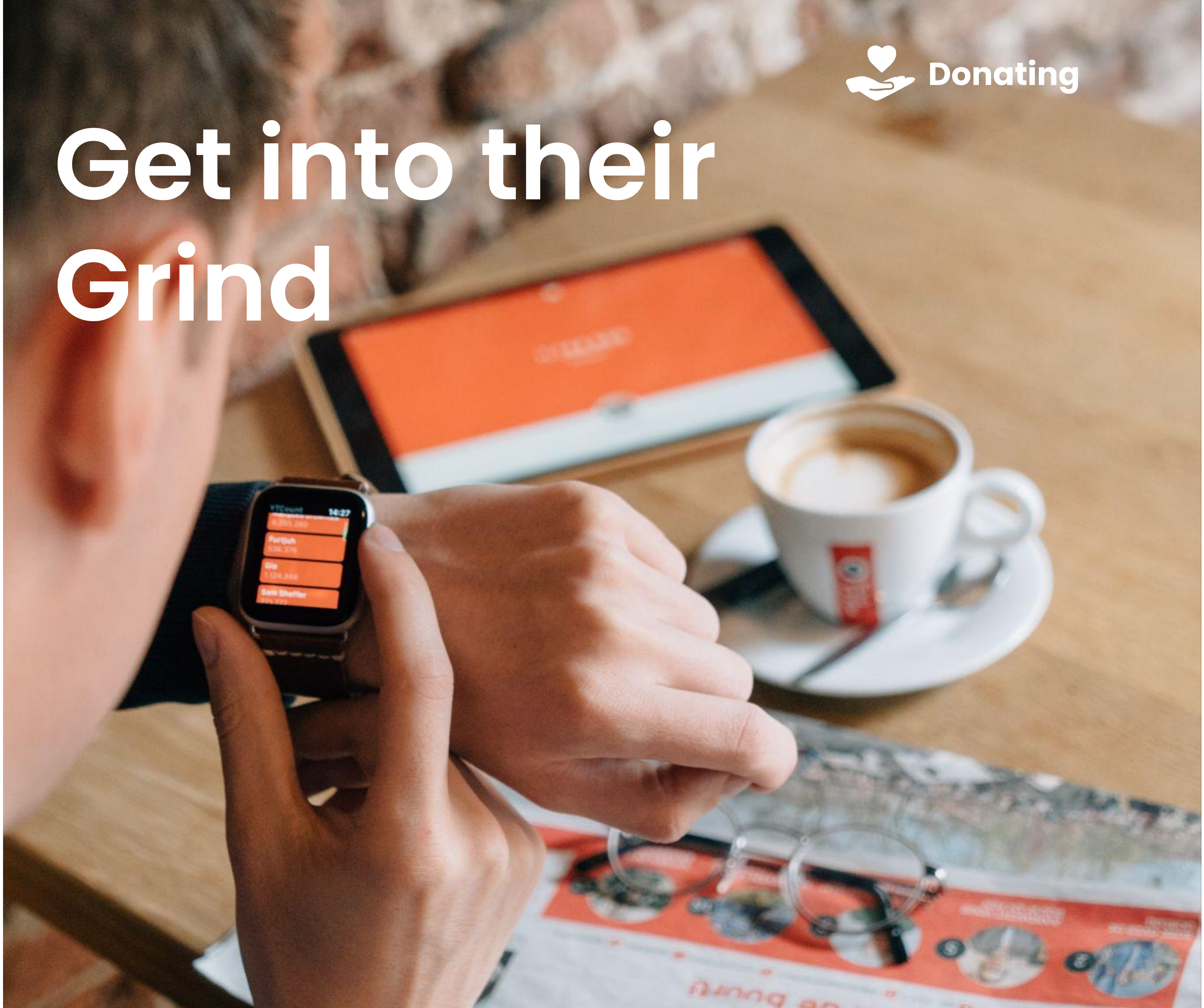
Creative Exercises

How would you approach donations if your cause was a Just Giving page?

If you were to run a Coursera online programme for financing your cause, what would the modules be?

What would a 'crowdfunding' model for your charity (like Beam.org) look like?

Get into their Grind



Key insight

“At my stage of life, it’s difficult to commit to monthly financial commitments to causes so I often end up giving infrequently as and when the moment strikes, or I have the money. Giving doesn’t feel like a habit.

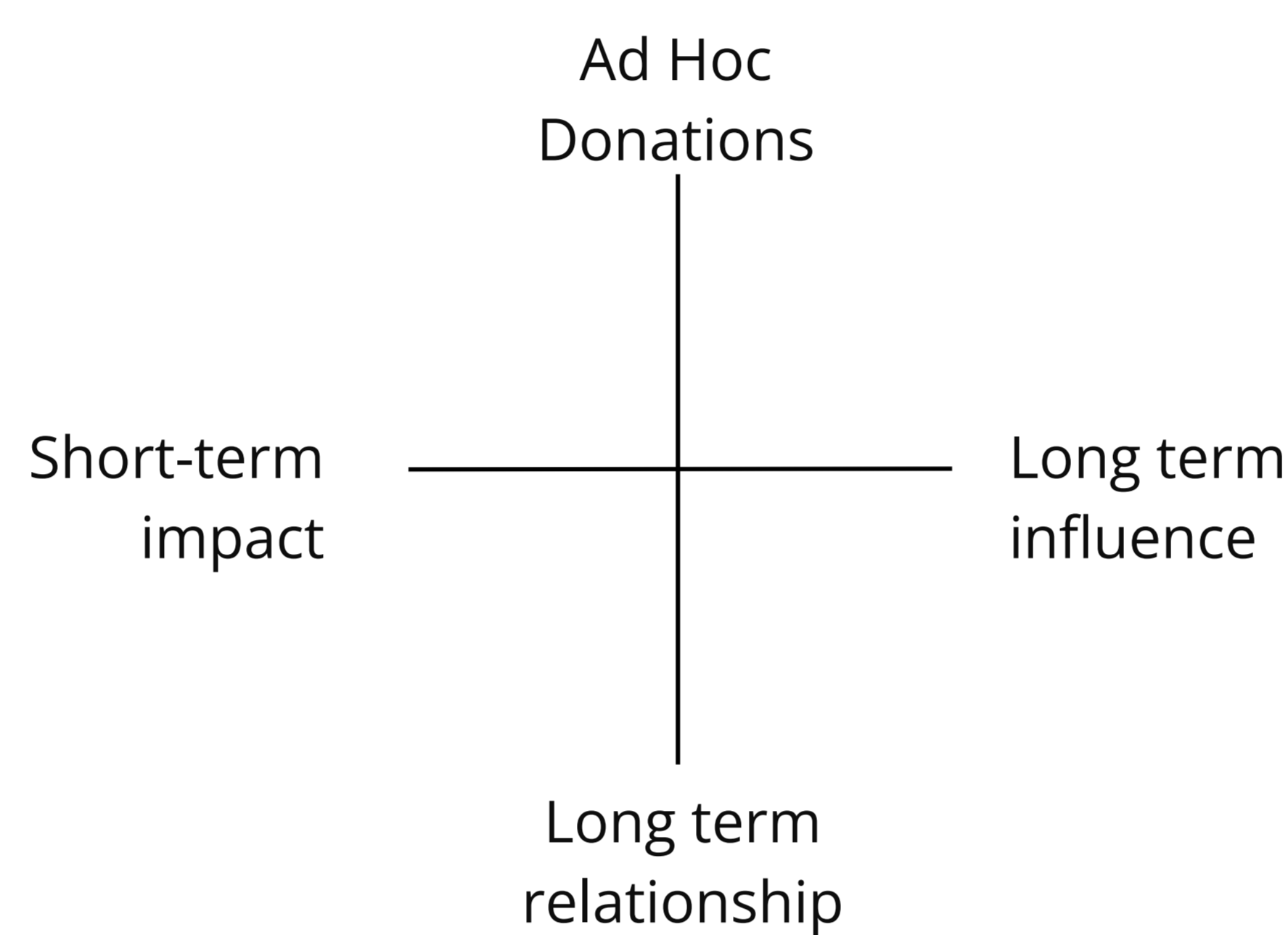
I want to be able to track the long term benefits that I’m providing to others, even if I can only give as and when I’m able to.”

Get into their Grind

Challenge Statement

How might we help Gen Z to develop more regular giving habits when it comes to donating?

Quadrant



Opportunities

- Even if my donations are ad hoc, I want to feel that they matter in the long run
- When I give infrequently, it's hard to feel like I am building a relationship with a cause if my cumulative progress isn't being tracked
- I'm used to the apps in my life tracking my habits over time and giving me information on the back of them
- I don't mind sharing my data if it means the company I'm giving it to is giving me something back
- I find it motivating when I feel like I'm building towards a bigger goal

Participant quotes

"I would never have a monthly subscription to donate to a particular charity, however if they run events and it's a one off payment I will always get involved if I support the cause."

"A way to see your running tally in some kind of visual representation like a virtual piggy bank or something is a good incentive to keep donating consistently."

"Social media means people see and come into contact more often with GoFundMe pages or wider issues and therefore are more likely to help out."

"I do donate money when I can, but I do not make regular donations. I think my donations will become more regular when I have a stable income to do so."

How Might We...

Gamify ad hoc donations to make them feel more impactful?

Show a running tally of donations to one charity to showcase the impact of 'little but often'?

Encourage regular giving as part of their overall well-being and mental health?

Redefine what regular support looks like for Gen Z based on regular support vs monthly DDs?

Adopt a CRM approach to giving by capturing details and delivering tailored follow ups?

Personalise the giving experience to show the impact one Zoomer has had on another individual's life?

Make irregular giving a regular habit by making it quick, easy, and trackable

Allow Zoomers to toggle a regular gift on and off at the flick of just one button, via their banking app?

Reframe donations as percentage of income, rather than absolute figures, and congratulate Zoomers on that

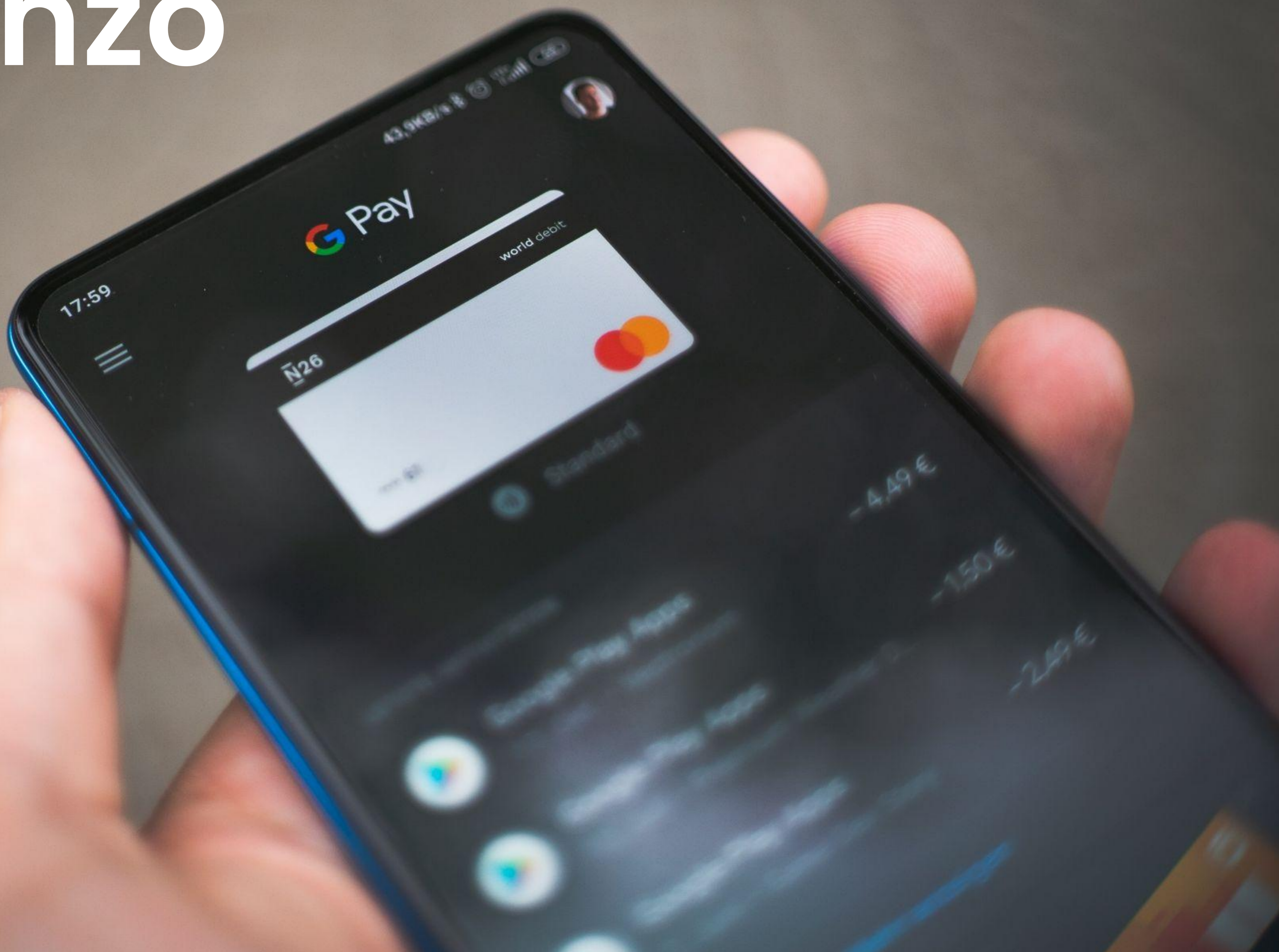
Creative Exercises

What would accessing new levels on Candy Crush look like for ad hoc donations?

What would Strava look like if it were based on individual giving attempts?

What would a 'good deeds' bank account look like? What positive impacts could be shown in the transactions list?

At the speed of Monzo



Key insight

“The way I manage my money is fluid and reacts around my modern habits. I use apps like Monzo that fit into my busy and digital lifestyle, and so do my peers. We split the cost of pizza and cinema nights using them.

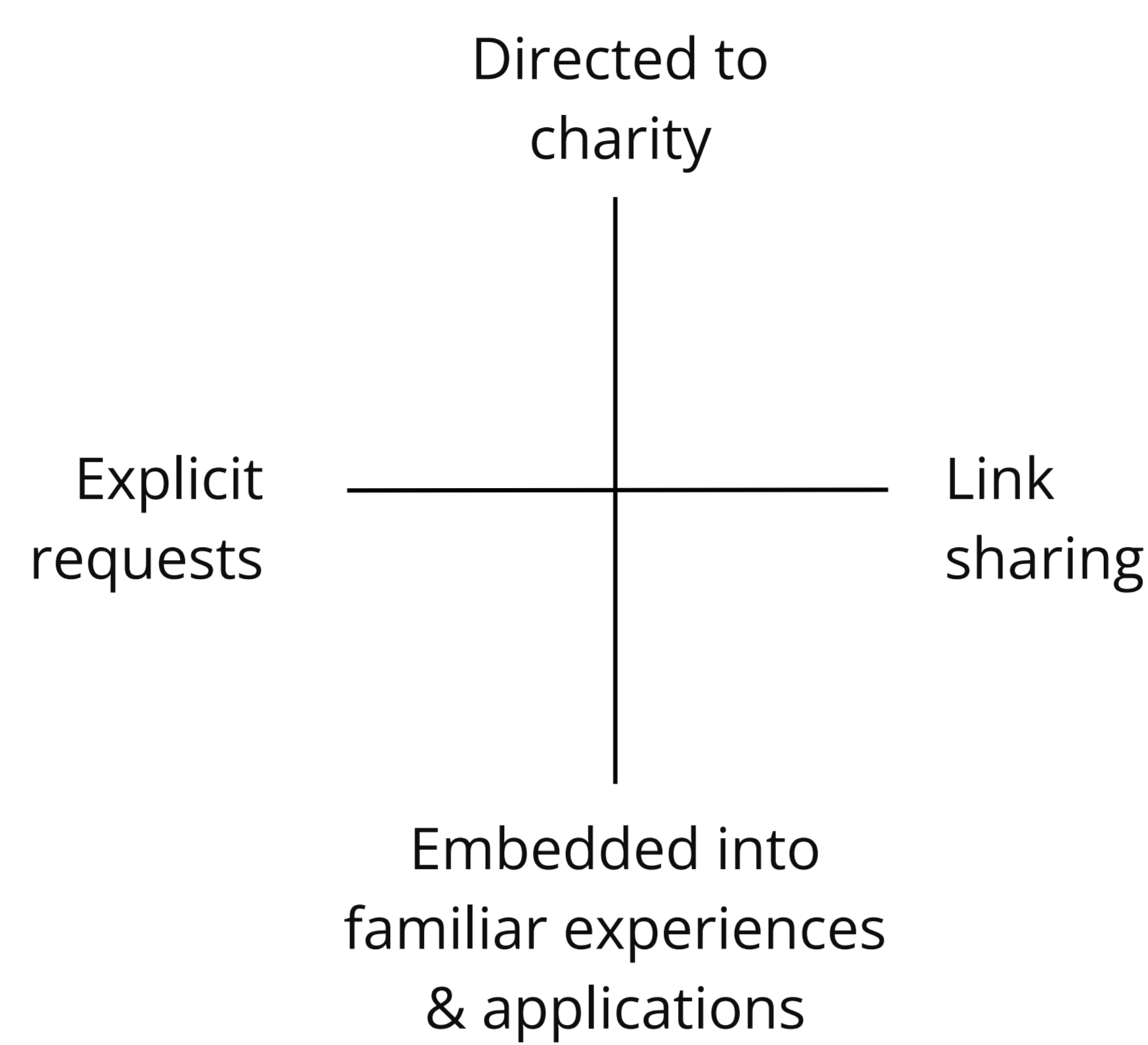
If I’m thinking about fundraising, I want to be able to ask for funds in the same easy and accessible way that I currently approach shared expenses with my groups.”

At the speed of Monzo

Challenge Statement

How might we make it easier for Zoomers to ask for fundraising support by mimicking the financial habits of their daily lives?

Quadrant



Unmet Needs

- I want to make it as easy as possible for my peers to donate
- I want donating to my cause to feel as seamless as settling a pizza tab
- I want an immediate digital record of who's donated what
- I want to manage all my donations through my phone and existing apps
- I want my peers to feel secure that their donations are being managed through digital outlets they're familiar with
- I want to avoid having to ask my friends to set up transfer details or enter card details just to donate a small amount

Participant quotes

"I think it's amazing how people of my generation will come together to support friends and family using new technology such as GoFundMe that helps raise money for causes that might assist immediate friends or family."

"It's never been easier to donate small cash to charities. On kiosks you can choose to donate often 20p to a charity, through things like PayPal you can donate directly when paying for any item, when online shopping you can chose to donate etc."

"I like things like Just Giving where you can just donate instantly."

"I like how easy and efficient it is to donate instead of having to go through different links and things."

How Might We...

Replicate the easy flow of digital money among Gen Z contacts?

Bring the retail concept of 'rounding up' into digital environments (e.g. Depop purchases)?

Allow for one-touch wireless donations when Gen Z are with their friends?

Fundraise securely using a just a mobile phone number to collect funds?

Facilitate digital 'pledges', deferring transfer til payday, but allowing people to register their intent to donate?

Allow groups of friends to club together digitally to fund something impactful for your charity, between them?

Get as close as possible to one-tap donations from someone's homepage or newsfeed?

Allow sponsors and donors to set contact permissions easily, after the money has been collected from them?

Use Text to Donate to facilitate fundraising, whilst still rewarding the fundraiser (e.g. by using a unique code)?

Creative Exercises

What would a WhatsApp / iMessenger feature look like for in-app donations?

What would a Klarna for sponsorship look like?

What everyday ways of supporting your charity are out there? Do Gen Z know about them? How can they find out?