

# TL ; DR

[Too Long; Didn't Read]

5 Golden Rules for  
Engaging Generation Z  
with your causes

1

**Don't be scared of them.**

Gen Z are not an alien audience. They have similar ambitions and constraints dictated by common lifestages, just as other generations do. They respond to general marketing and communications strategies in consistent ways, too - they're often just in different places.

2

**Don't write them off.: they're ready to give.**

They see themselves as being the change they want to see in the world, and are willing to give both time and money accordingly. They recognise that charities are doing more than other public institutions to make that change happen. But they need authenticity, trust and credibility.

3

**Use technology to meet them where they are.**

Growing up in the era of social media and always-on technology has played a big role in how they expect and want brands to engage with them; they're looking to digital innovations to offer new ways to engage them.

4

**Reassure and guide them.**

Remember: they're new to this. They may be willing, but their know-how still has a long way to go. Don't mistake their earnestness for knowing how to get involved, support or campaign – they're looking to you for clear guidance and credibility.

5

**They need to see 'people like them' in your marketing.**

They want proof that that they're important to you. They don't see themselves regularly enough in the images, activities and opportunities you provide. Bring them into your conversations more explicitly to convince them that their ambitions have a natural home within your causes.