Gen Z Inspiration Series: Chapter 2

Good Conversations x Good Innovation

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 **Homelessness** 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."

# Homelessness - Charities mentioned:

We asked our Zoomers to list the charities they most commonly associate with assisting with **Homelessness** and have plotted them in the above word cloud. As you can see, 13 different charities made the list, and we were struck by the variety mentioned. In particular, you may note that Crisis and Shelter stood out to Gen Z as the two charities they recongise most as doing a good job in the homelessness area.

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.

Context and transparency around donations really matters

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Facts, figures & personal stories help them to verify, and engage with your cause
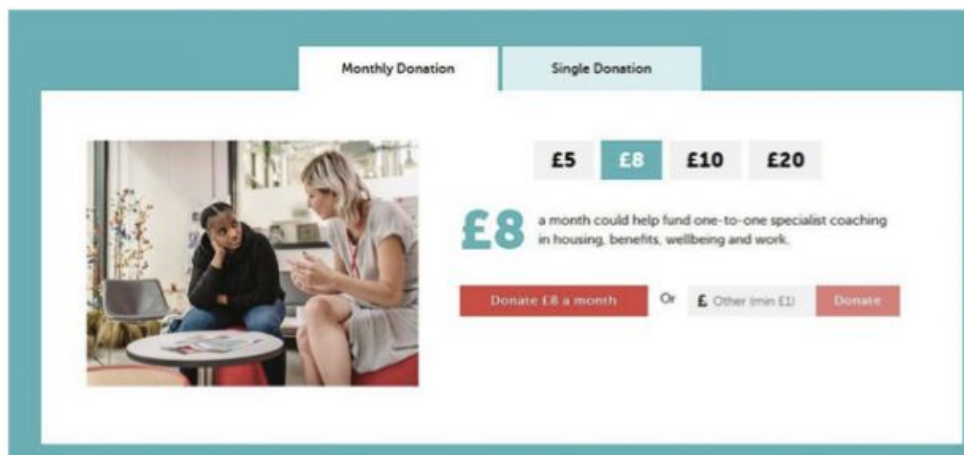
"Jonathans story inspired me - reading what he has been through makes you realise that homelessness could happen to anybody. Seeing how Crisis has helped him to get back on his feet would encourage me to donate."

Jonathan's Story

"I was teaching at a university, helping students in the engineering department when my relationship broke down just before the first lockdown. I'd been married for 23 years. I left and at the time, because I was still working I was able to stay in a B&B but when the outbreak began, that stuffed everything up.

By sharing stories we can change attitudes and build a movement for permanent, positive change. Stand against homelessness and help us end it for good.

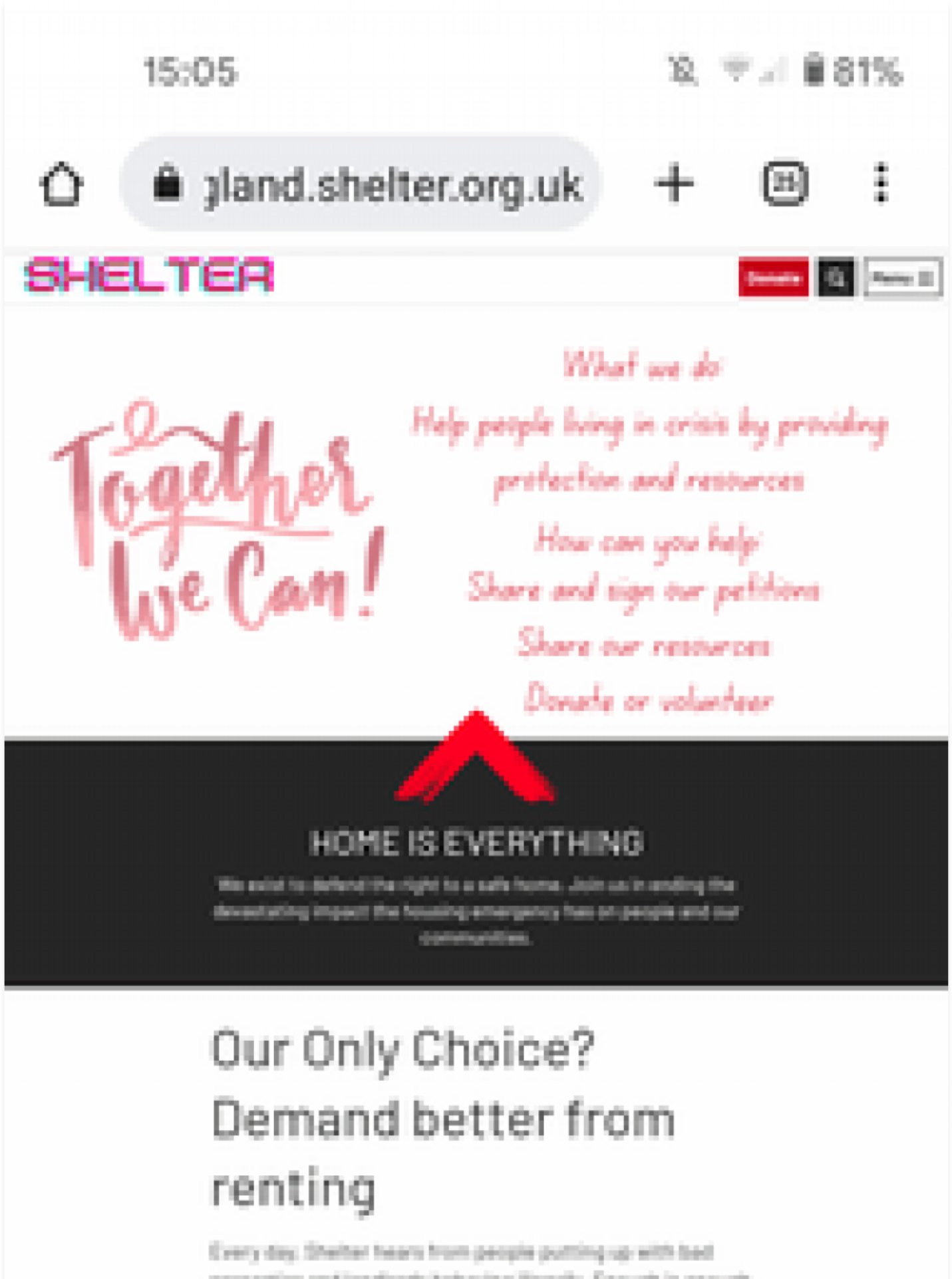# Gen Z likes when contributing is fun, convenient & made easy

"This was inspiring as it shows there are lots of different ways to help end homelessness and also how everyone can play a part with activities that are often very fun like video gaming. It's inspirational as it indicates that we can make changes and progress doing stuff we love to help others."

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:

15:05   81%

⌂   🔒 gland.shelter.org.uk   +   ⊞   ⋮

SHELTER   Donate 🔍 Menu ☰

Together We Can!

What we do

Help people living in crisis by providing
protection and resources

How can you help

Share and sign our petitions

Share our resources

Donate or volunteer

HOME IS EVERYTHING

We exist to defend the right to a safe home. Join us in ending the
devastating impact the housing emergency has on people and our
communities.

Our Only Choice?
Demand better from
renting

Every day, Shelter hears from people putting up with bad
properties and landlords behaviour like this. Enough is enough.

"I've recreated the website by adding in information about what the charity does and how to help as **I feel with young people you need to appeal and grab their attention straight away by getting straight to the point.**

I've also made the font and graphics more appealing to the eye so young people feel more inclined to click on it as well as **adding onto the home page the things that they can realistically take action in (signing petitions and donating rather than volunteering as they will probably not have as much time to volunteer)** to encourage them to start clicking their way through the rest of the website.

I also added in links to social media as this is where people will get their main information from."

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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