



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 Homelessness as a cause but specifically on *you*: **Crisis**.

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'm really happy that Crisis is one of the charities behind the community as they are a major player in advocating for change and improvement around Homelessness."

"It's good to see that they value our thoughts and opinions on certain topics as young people."

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

They were consistent in their belief that Crisis 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:

"I would encourage Crisis to engage with platforms that young people spend lots of time on including social media platforms such as Instagram and TikTok as, although they advertise their charity in a traditional sense, lots of young people don't watch commercials that may air on the TV/radio anymore, and therefore they don't get to find out about the amazing things that these charities are doing and be involved in that change."

"My advice would be to directly engage with young people (e.g. having a youth forum) so they can see clearly young people's concerns themselves."

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: Fit opportunities into the Gen Z lifestyle



What's working:

- Zoomers are more likely to support financially if they see people that look like them, and can do it through something that is already part of their everyday life.

"I love anything secondhand/ pre-loved and if you can shop whilst also supporting a great charity, then its a win-win for me."

"The images appeal to a large demographic of people including myself which makes me more likely to financially support it as I feel it caters to people like me."



Volunteering: Be clear, give options, and show how they can benefit too



What's working:

- Zoomers like clarity so that volunteering is as simple as possible.

"I like how they've given clear steps on how to volunteer and have a positive impact on the homeless community."

"I like that this page is clear about what volunteers are expected to do so they can make an educated decision about if this form of support would be beneficial for them and Crisis simultaneously."

How might we improve:

- Using content from real volunteers helps draw in Gen Z.

"I think it's good that it clearly sets out some of the responsibilities you would have as a volunteer however, a testimonial or video would be more engaging."



Campaigning: Empower Gen Z with specific actions

What can I do?

The Government pledged to end rough sleeping by 2027 but without funding for Housing First, thousands of people will be left without the support they need. The Chancellor Rishi Sunak is due to set out the Government's spending priorities in the autumn. We're calling on him and Ken Clarke, the Housing Secretary, to make sure that they include scaling up Housing First across England in their spending priorities, so people can get the support they need to rebuild a life away from homelessness.

You can help by being part of our campaign. Visit www.crisis.org.uk/HomeForAll where you can:

- Add your name to a letter to the Chancellor and the Housing Secretary, calling for them to fund Housing First.
- Email your MP, and ask them to make the case for the Government to ensure a home for all.
- Read more about what's needed to end rough sleeping, and the importance of Housing First.
- Share our campaign on social media.



Suggested Tweets

No one should be forced to sleep rough. I'm supporting @crisisuk's #HomeForAll campaign calling on the UK Government to fund #HousingFirst so people can get the support they need to rebuild a life away from homelessness: www.crisis.org.uk/HomeForAll

Let's call time on temporary measures. We need a new rough sleeping strategy that provides a HomeForAll, so people can rebuild a life away from homelessness. Join @crisisuk's campaign: www.crisis.org.uk/HomeForAll

What's working:

- If you write it, they'll share it on social media.

"This is a useful template that you can use as a foundation and tweak to suit your post/ tweet on social media."

"I really like this as it's easy to copy and paste but makes me feel like I'm helping."

How might we improve:

- Provide as many instructions as possible, but make sure it's all clear.

"This page should have a link how to find your local MP in case you want to tweet or write to them about it."





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.

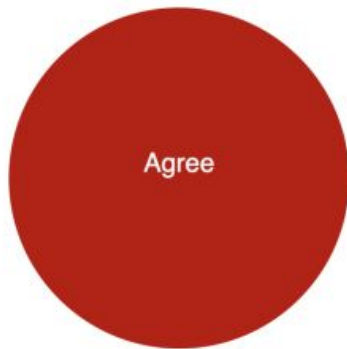
Statement A: *"It's all about the time in your life. When I've got money one day, I'll donate money regularly. If I've got more free time, I'll volunteer. It's kind of a life-stage thing."*

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 **Homelessness** cause collective voted, why they felt the way they did, alongside what it means for you!

"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 think it does depend on the timings in your life and how you are feeling. You won't often donate money when struggling financially, so it helps to be in a stable position with free time being a key factor."

"I agree with statement A, as I'm at life stage where have a little money to donate but not much spare time to volunteer."

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 would consider donating money when I'm working full-time, rather than in education, as I feel I'll be more financially able then, and in contrast I think now is a better time to fundraise, volunteer and campaign as I have more time to do so."

"When I have a steady full time job I would definitely like to make monthly donations out of my wages as other people I know do this and it makes it so much easier than trying to remember to donate every now and then. I think during Christmas and other busy periods I would like to continue to do volunteering as this is something I have done in the past, and as well as this I would like to campaign more regularly as it is definitely a good feeling to be spreading the word about a charity I care about."

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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