



## 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 Overseas Development & Relief as a cause but specifically on *you*: **WaterAid**.

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:

*"WaterAid does a lot of work in overseas development, and helps local communities in developing countries to access clean water, among other amenities that will improve their quality of life!"*

*"I'm really excited to know that the feedback I have been giving on WaterAid and the way they engage with young people is actually going to be fed to them as an organisation! I'm excited because I really like WaterAid as a charity and think they do a fantastic job, and think they could become relevant to many young people's lives if they slightly changed the ways they engage with my generation."*

## Their Key Piece of Advice? Social Media, and proving your impact.

They were consistent in their belief that WaterAid could make **greater use of social media** - it's where they're hanging out and having their most interactions! Alongside that, **giving them immediate access to the proof of WaterAid's impact** can have a big influence:

*"I would say that the best way to engage young people is through social media especially since we spend a lot of time on there and the best apps to do so would be through TikTok or YouTube by making short videos that can quickly grab our attention and find a way for us to connect with WaterAid and the work that they do."*

*"If they want to engage young people like myself they have to show people the connection between what they are doing, and the impact that has or will have on the cause."*

## 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: Offer enough age relevant options, alongside fun donating options!**



**What's working:**

- Providing initiatives that are highly relevant to the Gen Z age group through universities.

*"It's something you can do with your fellow students and it's a good opportunity to make friends with people who are also interested in supporting charities."*

*"I like how it encourages young people, especially students to get involved with the charity."*

**How might we improve:**

- Gen Z might be ok with rougher image quality on social media, but on websites they expect sharp quality – and in situ shots.

*"Bad quality image, distracting and unmotivating."*

*"Could have more pictures of what the fundraising directly involves for a clearer picture."*



## Volunteering: Appear where they are, show them the skills they can gain and give them options



**What's working:**

- A great example of appealing directly to Gen Z through age relevant activities: Festivals!

*"Young people enjoy going to festivals so having an opportunity to do some charity work by going to a festival and helping out is a great opportunity."*

**What's also working well:**

- The summer reference directly speaks to a period when Gen Z may have more time – a common barrier to volunteering.

*"Like this because it implies that there are volunteering roles that can just be over summer which may be motivating to people who are still in full-time education."*





## Campaigning: Empower Gen Z with specific actions



### What's working:

- Visually emphasising the internationally inclusive nature of WaterAid appeals to Gen Z and their global interests.

*"I like the fact that flags of a lot of countries are shown. It shows diversity which I find really nice. It gives a good feeling of inclusivity."*

### What's also working well:

- Given Gen Z's relative lightweight understanding of campaigning, offering direct links to MPs is an appreciated nudge.

*"Gives a direct opportunity to exact political pressure."*

*"I like that they've provided a link for me to directly contact an MP."*



## 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."

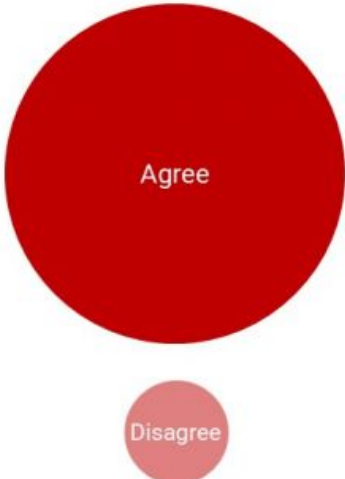
**Statement B:** "It's about the kind of person you are. If I like socialising or I like the idea of being part of something, I'll volunteer or campaign. Or I might be the kind of person who just wants to give money as that's easiest. It's a personality thing."

**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 **Overseas Development & Relief** 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:

*"This is exactly my approach towards engaging with charities. I feel I have some disposable income and want to donate it to charity that is what I do but at times where I'd like to help I don't have the financial provisions to do so I try to engage in voluntary work as I know that something is better than nothing."*

**How might you challenge this Gen Z opinion?**





Clearly showcase how even the smallest donations of money or time can make a difference





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 **WaterAid** might

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

<p><b>Fundraising</b> School age</p>  <p>Fundraising events such as bake sales are super easy a great way of raising money and awareness for charities when you are at school. Events like these work particularly well around holidays, like Valentine's Day as I've shown here where the bake sale has a theme. Sometimes a competitive element works well too, such as saying which class can raise the most money from a bake sale</p>	<p><b>Donating money</b> earning a secure income</p>  <p>Ideally, I want to be donating money to charity when I am earning a stable and secure income and have some disposable income/spare money which I can dip into to donate to charity.</p>
<p><b>Volunteering</b> When I have a steady weekly schedule and can put aside spare time to volunteer</p>  <p>An ideal time for me to volunteer in my life would be probably during the university term time on weekends or afternoons that I have spare time. My ideal volunteering job would be in a place like a charity shop. In the past I have volunteered at an Oxfam charity shop and really enjoyed this job. I would definitely volunteer as a work in a church shop again in the future</p>	<p><b>Campaigning</b> A little later in life when I work for a company or business that could support the campaign</p>  <p>I feel that the ideal time of my life for me to engage in campaigning is when I'm a little older and I'm working for a company or business that could support the campaign and align with any of its political views. This is because I feel that at this point in my life I will have greater influence and could be able to make a genuinely positive effect through campaign, whilst at my current age and life stage I don't feel I have much influence.</p>

*"My ideal relationship with a charity at the moment is to donate money as and when I can and help with political campaigns such as government petitions that don't require much of my time. This is because I am working and studying so I have little money and little time.*

*In the future my dream relationship with a charity looks like spending 2-4 hours per week volunteering or campaigning for a charity close to my heart when I have the free time to give up and can afford the unpaid work."*

**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](mailto:hello@goodinnovation.co.uk)

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