

Generation Z Recruitment Specification for Online Community

Criteria for Recruitment of n=120:

- Mix of ages (16-25) – we will consider 3x age groups across this spread:
 - 40 are 16-18 yrs
 - 40 are 19-21 yrs
 - 40 are 22-25 yrs
- Within each age groups we need an even mix of gender, sexual preferences, ethnicities, HHI/SEG and life-stages (**diversity is important!**)
- Within each age group we want a spread across the 4 Nations but with majority in England
- Within each age group we want a mix of urban and suburban
- Mix of employment status within 22-25yr old group:
 - FT, PT, student, unemployed (max of 5)
- All aware of/following current affairs and the news
- Within each age group we need an even mix of causes they're most passionate about (e.g. for each cause = at least 5 x 16-18 yrs, 5 x 19-21 yrs, 5 x 22-25yrs).
 - Emergency response and lifesaving intervention in the UK x 17
 - Overseas development & Relief x17
 - The elderly and loneliness x 17
 - Vulnerable children x 17
 - War Veterans x 17
 - Visual Impairment and disability x 17
 - Homelessness x 17
- No charity rejectors
- All active on social media – to have accounts on all major platforms (Twitter, Facebook, Instagram, Snapchat, TikTok and posting at least once a month)
- Comfortable with technology – able to express themselves and articulate their views on a community/vlogging

Activity Plan: Chapter 1

Objective: Purpose Exploration (sector focus)

During the first 5 weeks of the programme we'll be exploring broader and more general attitudes to giving while getting to know our Zoomers and their lives. We'll be diving into their hopes, dreams and aspirations as well their fears, worries and concerns and we'll be looking to uncover powerful insights that will help you become more relevant and find a place in their lives.

Activity Plan

At this stage we have only developed the activities for Chapter 1 because we will divide Zoomers into Cause Collectives for the subsequent chapter. This will require us to co-create new objectives for the cause-specific focus as we look to unearth new and exciting opportunities to engage Zoomers in your mission. (We'll be in touch with you at a later date to do that.)

Week 1 Objectives & Activity Plans

w/c 2nd May	
Week Objective	Immersion: To get a general understanding of their everyday lives, needs, desires, motivations and frustrations with the world and spaces they exist in. To gain an in-depth understanding of how they define their identities, express themselves, choose to spend their time and ultimately the people they hope to become.
Task 1	
Learning Objective	Meet the community
Activity Title	Welcome & Introductions
Activity Details	Take a video to introduce yourself, make sure you tell us the following:

	<p>a) Introduce yourself: name, age, where you're from, who you live with, last thing listened to you listened to (podcast, song, radio show etc), most recent purchase that you're excited about (e.g. clothing, app, gadget, snapchat filter, pet, make-up, FIFA skin)</p> <p>b) Treasure Island Activity: You're going to a deserted island, what 3 items will you take? One is for you, one is for everyone in the community, one is a luxury. Why have you selected these items?</p>
Probing questions	General 'why' questions to understand their choices, motivations, drivers etc.
Output	Engaged participants; background information; starter insights on what they value in life, and their attitudes to helping others
Task 2	
Learning Objective	Exploring their worlds
Activity Title	In 3 words...
Activity Details	<p>Using 3 words the following make you feel:</p> <ul style="list-style-type: none"> a) Dating b) Career or Jobs or School c) Socialising with friends <p>Explain why you've chosen those words.</p> <p>How would these words change if you had to describe these to your parent / guardian. What would they not understand?</p>
Probing questions	<p>What do you worry most about in these 3 realms?</p> <p>Overall, which of these contribute most to your personal identity?</p>
Output	Deeper insights about their everyday lives and how they perceive they differ from the older generation

Task 3	
Learning Objective	Desires, frustrations, hopes & dreams
Activity Title	Past Present Future
Activity Details	<p>Past - If you could go back to a different time, what time would you go back to? Why?</p> <p>Present - If you could keep one thing and change one thing about now, what would they be? Why?</p> <p>Future - What do you hope for the future? How realistic does this feel?</p> <p>If you have images or videos that you want to add with your response, please do!</p>
Probing questions	<p>Do you feel the weight of responsibility in changing things for the future?</p> <p>What do you envy about people and their lives during this generation?</p>
Output	Rich insight about values, needs, and what they feel is missing from their lives practically and emotionally (ie high level needs we might be able to fulfil)

Week 2 Objectives & Activity Plans

w/c 9nd May	
Week Objective	<p>Brand, companies & media influence: To move beyond the 'obvious' and get a true understanding which brands they align themselves with and why, along with what disrupts this alignment. To understand what values are most important to them, and those they reject. Beginning to explore how media, personal networks and different sources of information influence their choices, opinions and attitudes towards social purpose.</p>

Task 1	
Learning Objective	The realities of life, influences and decision making.
Activity Title	Best and Worst of Your Generation
Activity Details	<p>Think about you and your friends / peers at school or work. What's the best and worst of your gen, when it comes to:</p> <ul style="list-style-type: none"> a) Supporting friends and family b) Engaging with politics and society / the wider world c) Supporting or giving to social causes/charities <p>Bring to life the best and worst of each of these using drawings, or videos with roleplay, collages etc. Feel free to go wild!</p>
Probing questions	<p>What are the greatest influences on the 'best' and 'worst' of your generation? <i>Ask specific questions to their responses.</i></p> <p>How can you correct the 'worst' of your generation?</p>
Output	Uncovering uncomfortable truths: permission to discuss behaviours and attitudes that they might not own up to personally in a group setting. Really rich insights around trust; responsibility; agency; motivations and barriers to engaging with different facets of the world around them.
Task 2	
Learning Objective	Authentic marketing and engagement from brands
Activity Title	Who advertised it best?

Activity Details	<p>Find 3 marketing campaigns from any source (social media, news, blogs, websites, newspapers etc.) from 3 different companies or brands and share images, videos, links or screenshots from them. For example, you might share a screenshot of Nike's latest campaign on Instagram.</p> <p>a) Choose one campaign that you LOVE and made you happy. Tell us why.</p> <p>b) Choose one that made you ANGRY. Tell us why.</p> <p>c) Choose one that made you CHANGE SOMETHING in your life. Tell us what you changed and why.</p> <p>We encourage you to comment on other people's tasks! How do other people's choices make you feel?</p>
Probing questions	<p>What does authentic marketing mean to you? What are the most important factors that grab your attention?</p> <p>Are you more motivated by brands that look more inclusive?</p> <p>Are you more interested in brands that care about their climate impact? Or other social problems?</p> <p>What encourages you to spend with one brand over another?</p> <p>How loyal are you to a brand? What would make you switch brands?</p>
Output	<p>Insights around communication, storytelling, imagery and what's important to zoomers. Exploration of the role of different kinds of marketing (e.g. engaging versus taking action). Starter insights around diversity; the social responsibility of brands; and brand loyalty. Starter communication principles.</p>
Task 3	
Learning Objective	<p>Expectations & Values</p>
Activity Title	<p>You're the new CEO of M&S...</p>
Activity Details	<p>You're the new CEO of Marks & Spencers and you have been tasked with changing the brand to appeal to a</p>

	<p>younger audience, like someone your age. The first thing you must do as CEO is to replace or re-write the brand values and brand vision to appeal to a younger audience.</p> <p>Current brand values - <i>The Marks & Spencer brand is built on core values of quality, value, service, innovation and trust. Overall, the brand's 'mission' is to make aspirational quality accessible to everyone, through the depth and range of its products.</i></p> <p>Current brand vision - <i>The brand's 'vision' is to provide a standard against which its competitors may be measured, from customer experience, to care for the environment and community and to the working environment for employees.</i></p> <p>When writing this, think about values you look for in a brand and incorporate this into your write up.</p> <p>The best post will win a £20 bonus reward!</p>
<p>Probing questions</p>	<p>Why did you write it in this way? What contributed?</p> <p>What does an authentic brand mean to you?</p> <p>When do you feel most connected to a brand or a company?</p> <p>What makes you loyal to a brand? Is there a difference between brands you support one-off or on an ongoing basis?</p> <p>Is it important that brands support causes that you support? How should they be supporting these causes?</p> <p>What does sustainability / sustainable fashion mean to you?</p> <p>How has this brand provided you a good/bad customer experience? What have they done differently?</p>
<p>Output</p>	<p>Direct principles on how to adapt a traditional brand with an older audience to make it more relevant for zoomers.</p>

Week 3 Objectives & Activity Plans

w/c 16th May	
Week Objective	Forming Opinions & Media Influences: To understand what and who are their biggest influences when forming opinions on key subjects; how this is shaped, what can disrupt these, or how and why these shift over time.
Task 1	
Learning Objective	Exploring the realities of habits around media consumption and sources of information
Activity Title	A day in the life...
Activity Details	<p>Map a day in your life where you share the moments throughout your day that you are consuming media, information, or news. Make sure you map:</p> <ul style="list-style-type: none"> a) All the moments e.g. the moment you wake up, on the train, at dinner b) The media sources e.g. TikTok, Radio, Guardian news app, Instagram, WhatsApp, Television, YouTube c) The types of media/stories e.g. Global news stories, viral memes, celebrity gossip, facts vs inspiration d) Value score - how much of an impact it makes on you out of 10? <p>Add images, videos and links to the types of things you're consuming! We would love to see the things you're watching, reading or listening to!</p>
Probing questions	<p>Where do you look for facts vs inspiration?</p> <p>Why are these the moments that you look for specific types of content? What feeling are you looking for?</p> <p>What impact do these have on your mood, emotions or the rest of your day?</p>

	<p>How quickly do you react with action or further conversation? What does this usually look like? E.g. sharing, debating with friends etc.</p> <p>How important is the shareable aspect?</p> <p>How much do you care about the social kudos of sharing interesting, viral or provocative content?</p>
Output	Where to market to zoomers; what they expect to see and what they are looking for by channel. Insights around trust; inspiration and opinion forming. Starter principles on how to leverage online sharing.
Task 2	
Learning Objective	Influential people in their lives
Activity Title	Who is your superhero?
Activity Details	<p>Upload a picture of your hero? This person can be someone you know personally, or a public figure who has had a big influence on your life.</p> <p>Tell us a story about a time they have had the greatest impact on you.</p>
Probing questions	<p>Are they a role model?</p> <p>Has this hero/ role model changed over the years, or have they remained constant?</p> <p>What do you look for in a role model? What decisions, choices or opinions have they influenced the most in your life?</p> <p><i>If they have chosen personal/familial relationship</i> - How much do you see eye-to-eye with your [insert person] on issues you might care about, e.g. climate change, social justice, equal rights for minority groups? How do you explain or resolve differing points of view?</p>
Output	Deep insight around opinion forming; influencing; storytelling and communication. Starter principles on

	engaging zoomers to take action.
Task 3	
Learning Objective	Influences on shifting opinions
Activity Title	Changing your mind
Activity Details	<p>Tell us about a time a person, a news story, or something on social media changed your mind about something important to you or something you thought you truly believed in. Remember to tell us about:</p> <p>a) Who changed your mind? b) What did they change your mind about and how? c) Did you change anything as a result?</p>
Probing questions	<p>How did it <u>feel</u> to change your mind or have your 'mind changed'?</p> <p>Did you tell anyone about this time? How/ why?</p> <p>What made you trust the source? Did you look anywhere else for corroboration?</p>
Output	<p>More detailed principles on how to engage the audience and motivate them to take an action or make a change, based on the people or sources who naturally make them do this in their life.</p> <p>Insights on trust and sources of information.</p>

Week 4 Objectives & Activity Plans

w/c 23rd May	
Week Objective	Changing the World: Exploring their views and opinions of the world's social problems, how they form opinions around these topics, the role they would like to play in creating change and who they feel is responsible for making this change.

Task 1	
Learning Objective	Problems that matter to them and how they engage with these
Activity Title	Changing the world
Activity Details	<p>If you could solve one world social problem (e.g. food poverty, climate change, social injustice, mental health, homelessness), what would you solve and why? How? You can record this as a video if you would like to explain this to us.</p> <p>The responses to this activity are open and you will be able to see other people's responses. Please comment on other participants' responses - discuss and debate! Share what might encourage you to take action and with what type of action.</p> <p>Please comment on at least 2 others' responses.</p>
Probing questions	<p>What would encourage you to take action? When and how would you, or people like you, take action? What do you think you can do to solve this problem?</p> <p>Who is responsible for solving this? (E.g. government, charities, businesses) Why? What do you expect them to do?</p> <p>Do you think there are any businesses or charities who are doing this well? Can you share an image or link of this?</p>
Output	<p>Where zoomers view the role of charity in the world today, versus government and business.</p> <p>Principles on storytelling and how to communicate around causes; as well as motivating zoomers to take different types of action. Starter insights around different types of action they view as most appropriate to different types of causes.</p> <p><i>(NB they have been recruited against their passion for certain causes already as part of the Cause Collective methodology.)</i></p>

Task 2	
Learning Objective	When and how are this generation moved to take action
Activity Title	Instagram Influencer
Activity Details	<p>IMAGINE...</p> <p>You have a successful and influential Instagram account with over 10,000 followers who are between the ages of 18-25.</p> <p>You are frustrated by a recent story in the news about a social problem in the UK and you want to take action.</p> <p>You are going to post on Instagram explaining why this is a problem and encourage your followers to take an action you have selected, such as Donate, Campaign or Volunteer to help. What will your post be?</p> <p>THE TASK:</p> <p>a) Select a recent story in the news (e.g. Angela Raynor's experience of misogyny and sexism in politics)</p> <p>b) Put together a mock-up of an Instagram post with an image/video and a caption</p> <p>c) Remember to tell your supporters what they can do to take action or support - what will you choose?</p> <p>Vote and comment on your favourite posts from other participants - each of you has 5 votes!</p> <p>The best post will win a £30 bonus reward and the runner-up will win a £20 bonus!</p>
Probing questions	<p>Where did you read about this story?</p> <p>Why did you select this story?</p> <p>Why did you encourage your supporters to take action in this way?</p>

	<p>What encourages you to do something?</p> <p>Is there anything you'd expect in return?</p>
Output	<p>Verifying detail on news sources, to be compared and contrasted with earlier self-reporting on media consumption.</p> <p>Detailed feedback on motivations to take action, and type of action appropriate to ask for.</p> <p>Inspiration for communication, storytelling and language principles.</p>
Task 3	
Learning Objective	How they engage with charities
Activity Title	Supporting a charity
Activity Details	<p>What would i) encourage you or ii) stop you from doing the following:</p> <ul style="list-style-type: none"> a) Volunteering for a charity b) Campaigning for a charity c) Donating money to a charity <p>Give 2-3 reasons for each option.</p>
Probing questions	<p>Do you trust some charities over others? Why?</p> <p>What are the barriers and drivers to engage with charity?</p> <p>Do you think one is more impactful than the other?</p> <p>What factors contribute to your decision? <i>E.g. affordability vs perceived impact</i></p>

	Is there some other way to support a charity that we haven't talked about here? (e.g. donating time or items in some different way?)
Outputs	Detailed breakdown on drivers and barriers to supporting charity in different ways.

Week 5 Objectives & Activity Plans

w/c 30th May	
Week Objective	The role of charity: Exploring their understanding and perception of charities, what creates and breaks trust, the barriers and drivers to engage with charities, and their expectations from engagements with a charity.
Task 1	
Learning Objective	Charity trust, influence and perception
Activity Title	Favourite Charity Campaign
Activity Details	Share a link or image or video of your favourite charity campaign. Tell us why you have selected this.
Probing questions	How could you make this campaign even better? How would you have liked to get involved in this campaign? Would you still be interested in this campaign if it came from a different charity? (Older/ younger/ bigger/ smaller?)
Output	Detailed insights on the most motivating and engaging way to communicate with this audience - what to ask for, why, and how to ask it. Insights on whether they trust some charities over others according to size, age, etc.

Task 2	
Learning Objective	The perfect lifelong user customer experience
Activity Title	Plotting lifelong experiences with a charity
Activity Details	<p>You're the CEO of a charity and you have been tasked with mapping out a lifelong customer experience for young people your age. Doing this helps you map out all the different ways to keep someone engaged with the charity over the course of their lifetime, grow loyalty and grow their support.</p> <p>This means bringing in a supporter when they're a child at school, through their early working years, through thriving careers, through family life, losing loved ones, retiring etc.</p> <p>Using our provided 'Life journey map', we want you to plot all the ways you would engage them at different life-stages and moments in their lives. Think creatively about what you would offer them and how you would ask them to support.</p> <p>For each moment of the map, plot the following:</p> <ul style="list-style-type: none"> a) What would you offer them? e.g. advice, products, services, networks, volunteering opportunities b) How would you engage them? e.g. emails, post, social media campaign, letters, influencers c) How would you get their support? e.g. monetary donations, voluntary time, campaign & advocacy support, fundraising <p>Think about how a charity would have to engage <u>you</u> and offer you to get your support at different moments through your life.</p> <p>Use our provided example as inspiration!</p>

Probing questions	<p>Why have you selected those moments?</p> <p>When are the most important moments to engage someone? What are they feeling?</p> <p>What is the most important thing charities can offer at these key moments?</p>
Output	<p>Rich insights around long term value and how to build a long term relationship with this audience; giving money versus giving time; offering products and services at different life stages.</p>
Task 3	
Learning Objective	<p>Expectations from a charity</p>
Activity Title	<p>Build your own charity</p>
Activity Details	<p>You are the Founder of a new charity that is all about targeting people your age. You have been tasked with writing a press release to encourage young people to support.</p> <ul style="list-style-type: none"> - Tell us the name of the charity - Describe the charity's mission - Describe how your charity is different - How are you asking young people to support? <p>Create a vision board with lots of images to present your vision for the charity and how you would do the above. (At least 5 images).</p>
Probing questions	<p>What are the most important factors when choosing the vision for your charity?</p> <p>Why have you designed it in this way?</p> <p>Are there any charities that you know of or support that exist that are closest to your vision?</p> <p>What do charities today need to do differently to target young people's support, like you?</p>

	<p>Why have you chosen this method of support to ask for?</p> <p>Why is this similar/ different to what you talked about in regards to previous tasks like (M&S/ adverts that made you happy/ etc/etc..)</p>
Output	<p>Deep insight on the role of charity.</p> <p>Starter principles for a charity to engage with zoomers around mission, values, language, branding.</p> <p>Insights on giving time versus money.</p> <p>Direct comparison with views on the commercial sector, to feed into recommendations and principles.</p>

Chapter 2 Activity Plan: Cause Collectives

Chapter 2: Cause Lens

Objective: Diving into specific interest areas and identifying attitudes, behaviours and motivations that matter to those who are most engaged with your cause.

We have designed activities that cover lines of enquiry discussed in the objective setting calls. This is your opportunity to ask specific cause-related questions and understand drivers and barriers to support or engage with your cause. We encourage you to log-in and read responses from participants, and if you have additional probing questions you can log them in Backroom or email us and we will make sure these are asked.

Activity Plan (Weeks 6-10)

Week 1: w/c 6th June

	Week 1: The Cause		
Week Objective	Understand about their perceptions, attitudes and motivations around the cause as a whole. Explore which parts of the cause resonates more or less, to understand what charities should be leading with when engaging this audience, and if this changes between types of engagement i.e. should orgs lead with different parts of their cause when fundraising vs recruiting volunteers. Understand more about drivers and barriers for engagement, and the moment of taking action. Explore how this cause can be made most relevant to them, or whether this can be only done through personal or lived experience.		
	Task 1	Task 2	Task 3
Learning Objective	Why and how they support this cause	How have they supported?	Surface and rank key areas of focus within a cause collective
Activity title	Getting specific about a cause	How do you prefer to support?	What really matters for this cause?

<p>Details</p>	<p>Moderators to share a blurb resetting the community: <i>Hello and welcome to the 2nd phase of the My World Community. We wanted to say a huge thank you for taking part and for your brilliant responses. From now, things are going to be a little different. You will have noticed that we were in a large community of over 100 people, but we are now breaking into smaller groups for the next few weeks of less than 20 people. All the people in this group are together because you all told us that you are passionate about a specific cause, which we've outlined in the text below. So, from now on we will be focusing all of our questions and activities on this one specific cause. Since we are now in smaller groups we want to encourage you to get to know the other members of this group, comment on their posts, and ask them questions about what they've shared. Your interactions are what's really helpful for us so where you can, keep checking back in and reading through people's posts. You might find some people think just like you, or that some people have different opinions and inspire you to think in different ways! Your first task of the week is to share a video of yourself telling us the following...</i></p>	<p>Today we want to get more specific about what you might have done in the past to support this particular cause - [insert cause]. Please share the following with us:</p> <ul style="list-style-type: none"> - All the ways in which you have supported this cause or taken action in the past? E.g. donated, volunteered, signed a petition, attended a protest, fundraised, campaigning. Please be as specific as possible, mentioning any particular charities or organisations or other examples, and which exact actions you took. - You must share an image of what you did, hopefully it might be a picture you took, or else feel free to post a screengrab showing exactly where you carried out this action. - Tell us what motivated you to take action in this way. <p>OR</p> <p>If you haven't supported yet...</p> <ul style="list-style-type: none"> - Share an image of the types of action you would take in the future - again, 	<p>We now want you to come to a group decision on what areas of the cause - [insert cause] - are most important, that you care about most strongly, and that you feel should receive the greatest focus.</p> <p>Using the Ideas Board:</p> <ul style="list-style-type: none"> - Upload 3 sub-areas or topics within this cause which you think are most important - each one should have an image and you should explain why you've chosen that one. - Check back in and vote on at least 3 other sub-topics that resonate most with you - you can also vote for your own if you feel strongly that those are the most relevant. <p><i>Example: If this cause area was about Animal Welfare, the 3 sub-areas or topics I support most and would want the most support to go to are:</i></p> <ol style="list-style-type: none"> 1. <i>investigating animal cruelty</i> 2. <i>rehoming pets</i> 3. <i>veterinary research into animal healthcare.</i> <p><i>Remember to start a new ideas board for each one and explain why you have selected that one. Then, vote on other people's areas so we</i></p>
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	<p>You are part of this specific group because you have all previously indicated that you are passionate about or are open to supporting [insert cause].</p> <p>Imagine you are being interviewed as an ambassador for this cause in your school or place of work. In a video, tell us the following:</p> <ul style="list-style-type: none"> - What are the problems that organisations (e.g. charities) are trying to fix within this cause area - [insert cause]? - What organisations come to mind when you think of this cause area - [insert cause]? - Why do you support this or feel passionate about solving this problem? <p>Once you've made your post, please make sure you check back in after a day or so, watch other people's videos and ask them a question by commenting on their post - and of course reply to any questions you may have received!</p>	<p>feel free to post a screengrab from a website or social media, or anywhere else that might be relevant</p> <ul style="list-style-type: none"> - Explain why you haven't taken action yet 	<p><i>can understand which areas you all care most or least about.</i></p>
Output	<p>An understanding of the key motivations to support and how people have engaged in the past.</p>	<p>Understanding of drivers and barriers to support.</p>	<p>Understanding of relative importance of sub-areas and topics within a cause.</p>

Week 2: w/c 13th June

Week 2: The Cause			
Week Objective	Exploring which stakeholders, organisations, people and brands are most visible in this cause area, and doing the most valuable work. We will explore their expectations from different players i.e. government, public bodies, other organisations, before diving into what role they expect charities to play and who they perceive as doing the most important work in this space. We will also explore the charities they would support and how in the 3 realms of work: volunteering, campaigning and donating.		
	Task 1	Task 2	Task 3
Learning Objective	Who's responsible?	The role of charities	Mapping charity support across fundraising, campaigning, volunteering & donating.
Activity title	Who is solving this problem?	Role of charities	How you will support these charities
Details	<p>Reflect on some of the sub-topics you selected from Task 3 last week. Think about this cause-area and all the problems within it that you care about solving.</p> <ul style="list-style-type: none"> - Who do you think is responsible for solving these problems? - Who is doing the best work in this space? What are they doing? - Why do you think they are having the most impact? - Who could be doing more? 	<p>Now we want you to think just about charities in this cause-area. <i>For example, if this cause collective was all about pets, you might think about RSPCA, Dogs Trust, Battersea Dogs and Cats Home, or Cats Protection.</i></p> <ul style="list-style-type: none"> - What charities are doing a good job? - Why did you select these charities? - What impact do they have? - Are they meeting your 	<p>Think about the charities you selected in Task 2. Use our 4x4 grid to map which of your chosen charities you would support in each of our 4 categories: Volunteering, Campaigning, Fundraising, Donating Money. You can include one charity in multiple sections of the grid.</p> <p><i>If we continue with the same example from the previous task, you might choose to volunteer and donate to Battersea, but you might only fundraise for RSPCA.</i></p> <p>Explain why you have mapped charities in the grid in this way i.e. why is a charity mapped in the volunteering section and not in donating money.</p>

		<p>expectations? Why?</p> <p><i>*Please note - we want you to do this without doing research. It should be about charities that you know and come to mind naturally.</i></p>	
Output	Understanding the ecosystem in this cause-area, who they expect to be making change and who they think is making the most impact.	Exploring the role of charity within this space and who are the most prominent charities in this space from their perspective.	Exploring the differences in how they perceive charities in this space and the asks certain charities can make of them.

Week 3: w/c 20th June

	Week 3: Brand comparison		
Week Objective	Exploring how participating charities compare to a specific competitor and what resonates, or inspires action. We also ask Zoomers to re-imagine these charities and show us how they would engage and motivate Zoomers to support.		
	Task 1	Task 2	Task 3
Learning Objective	Comparing participating charities	Comparing to a competitor charity	Re-creating websites for young people
Activity title	Researching charities	Researching charities - part 2	Re-designing charities for you

<p>Details</p>	<p>We want you to look at the following charities' websites within this cause: [share the client's websites from this cause collective].</p> <p>1. From each charity website find and screenshot the following:</p> <ul style="list-style-type: none"> - Something that inspired you. - Something that motivated you to take action. - Something that did NOT resonate or motivate you to support. <p>Explain each choice.</p> <p>2. Was there anything you expected to see, that you didn't?</p>	<p>Now we want you to look at the following charity's website:</p> <p>War Vets: Help for Heroes Visual Impairment: RNIB Children: NSPCC Homelessness: Shelter Ageing: Alzheimers Soc Emergency Response: London Air Ambulance Overseas Development: TBC</p> <p>1. From the charity website find and screenshot the following:</p> <ul style="list-style-type: none"> - Something that inspired you. - Something that motivated you to take action. - Something that did NOT resonate or motivate you to support. <p>Explain each choice.</p> <p>2. Was there anything you expected to see, that you didn't?</p> <p>3. How did this compare to the website(s) you looked at in the previous task?</p> <ul style="list-style-type: none"> - Is there anything that would make you more likely to take action? - Is there anything that would make you less 	<p>Select 1 of the charity websites we've asked you to review this week from Task 1. Go to the homepage and have another read.</p> <p>Imagine you had to re-create the website homepage so it was targeting people your age. Re-create the new version of the homepage, and upload an image of this.</p> <p>Think about what would increase awareness, capture support and drive action amongst people your age.</p> <p>Explain why you've re-created the homepage in this way.</p> <p>Feel free to draw this by hand or on the computer and upload an image.</p>
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		likely to take action?	
Output	Understanding what it is about the participating charities that resonates most and inspires action, and collective concrete evidence of what on current websites should be elevated when engaging Zoomers.	Understanding how to compete for support with a key competitor.	Identifying your 'niche' or most appealing type of engagement, compared to key competitors.

Week 4: w/c 27th June

	Week 4: Revealing our charities & evaluating the current state of play		
Week Objective	Reveal clients and explore their reactions, responses and how they would support.		
	Task 1	Task 2	Task 3
Learning Objective	Reacting to participating charities	Reacting to participating charities - financial asks	Reacting to participating charities - volunteering asks
Activity title	The Big Reveal!	Evaluation Station: Financial Support	Evaluation Station: Volunteering

<p>Details</p>	<p>The time has come for us to reveal which organisations are behind the My World online community. No fewer than NINE charities have in fact come together to sponsor this whole project, and find out more about young people like you. Each of the smaller groups you've been in for the past few weeks has one or two charities behind it. Watch the video(s) below to see who 'your' charity or charities are...!</p> <p>What do you think of this news? What would you like to say to them? We'd love you to record a short video message back. Make sure to include:</p> <ul style="list-style-type: none"> - your reaction to this news of who is behind all the work you've been doing. Are you surprised? Indifferent? Is it good or bad? Why? - if you had one piece of advice for this charity/ these charities to engage young people, what would it be? 	<p>We'd love to know more about what you think about what [insert charity] are currently doing - the good, the bad, and the ugly!</p> <p>We've taken some screengrabs showing what they are currently doing in terms of asking for financial support, below.</p> <p>Have a look through each of them, and use the green and red pins to tell us what's good and what's bad about each of them, in your eyes. Then use the comments section to tell us:</p> <ul style="list-style-type: none"> a) the reasons behind your answers b) what you would improve, and how 	<p>Welcome back to the Evaluation Station! Next up under the microscope is volunteering. We'd love to know more about what you think about what [insert charity] are currently doing - the good, the bad, and the ugly!</p> <p>We've taken some more screengrabs showing what they are currently doing in terms of volunteering, below.</p> <p>Again, have a look through each of them, and use the green and red pins to tell us what's good and bad about each of them, in your eyes. Then use the comments section to tell us:</p> <ul style="list-style-type: none"> a) the reasons behind your answers b) what you would improve, and how
<p>Output</p>	<p>Reactions and golden advice on how to better engage young people.</p>	<p>Pointed feedback on financial asks, and exploring new opportunities.</p>	<p>Pointed feedback on volunteering asks, and exploring new opportunities.</p>

Week 5: w/c 4th July

Week 5: Inventing the Future			
Week Objective	Exploring loyalty and whether lifelong journeys are the best way to increase lifetime value from this group.		
	Task 1	Task 2	Task 3
Learning Objective	Reacting to participating charities - campaigning asks	Testing our assumptions around loyalty and lifelong journeys.	Ideal long-term relationship
Activity title	Evaluation Station - Campaigning	Types of support	Charity throughout your life
Details	<p>For our final Evaluation Station we're exploring campaigning. We'd love to know more about what you think about what [insert charity] are currently doing in this space - positive and negative.</p> <p>We've taken some more screengrabs showing what they are currently doing in terms of campaigning, below.</p> <p>Again, have a look through each of them, and use the green and red pins to tell us what's good and bad about each of them, for you. Then, for the last time, use the comments section to tell us:</p> <p>a) the reasons behind your answers b) what you would improve, and how</p>	<p>As we now know (very well!) there are many different ways of supporting a charity. But what determines what type of support you want to give? We want you to consider the three statements below and choose the one that you think is true, and convince the rest of the people in the group as to why you're right.</p> <p><i>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 lifestage thing."</i></p> <p><i>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 jsut wants to give money as that's easiest. It's a personality thing."</i></p>	<p>What does your ideal relationship with a charity look like at different times of the year, and different times in your life?</p> <p>Thinking of the four different categories - fundraising, donating money, volunteering and campaigning - bring to life for us what the ideal scenario is for you throughout your life.</p> <p>What are the moments when you are going to consider doing each of the things above? Paint us a picture of what that looks and feels like. What else is going on in your life? Why is now the best time? What's in it for you right now? If you can, dream into the future, as well as right now.</p>

		<p><i>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."</i></p> <p>On each statement you should say whether you AGREE OR DISAGREE and explain. Be ready to debate with other participants. Your task is only complete once you've given your answer and why, as well as commented on at least 3 other people's posts.</p>	
Output	Pointed feedback on campaigning asks, and exploring new opportunities.	Some myth-busting around loyalty and their expectations around long term engagement.	An ideal relationship with charities over time.