

Generation Z Mindsets

Rather than traditional 'personas', we identified four key 'mindsets' that typify the way that Gen Z engage with charities and causes. Zoomers are capable of shifting through them at different points in their day and when engaging with different causes.

Constant Champion: a super-engaged, deep relationship with a cause; often driven by significant personal experience or passion

Occasional Superhero: deep but fleeting care; often typified by a grand gesture which is soon forgotten

Crowd Follower: surface-level engagement to fit in with others around; often jumping on a current affairs bandwagon

Benefit Seeker: transactional engagements where there is a clear and tangible value exchange

REMEMBER: Don't think of this audience as "Sam is a Crowd Follower" or "Suzie is a Cause Champion". Think of 'Cause Championing' as Aria's *mindset* when she volunteers with a cancer charity weekly because her grandpa was recently diagnosed with bowel cancer; and 'Crowd Following' as her mindset when she's on the sofa scrolling through Instagram and reposts a Black Lives Matter infographic on her story, to join in with friends who are supporting the cause.



CAUSE CHAMPION

Deep and engaged relationship, driven by personal experience or passion



How this mindset comes to life...

In the Cause Champion mindset, Aria has a high level of engagement with the world around her, but focuses more attention on specific causes that are personal to her. She's heavily influenced by the lived experience of her grandpa's cancer diagnosis, so she is heavily invested in the cause, and volunteers weekly. She also helps out with various campaigning and fundraising events. Aria is also in the Cause Champion mindset when it comes to children's mental health. Although she doesn't struggle with her own mental health, she feels a strong connection because of podcasts she's listened to and documentaries she's watched on Netflix.

Typical Support

Campaigning



Donating



Fundraising



Volunteering



In this mindset Zoomers are willing to get involved and support the charity in all ways. There are limitations to how much time or money they can spend - but these limits are practical ones, rather than a lack of willingness to contribute.

"I need to know that I'm helping to make a **long term impact**. Show me your **facts and figures**."

"Give me both **in-person and virtual opportunities** so I can make maximum impact."

"Help me use my **personal connection** to support your charity"

OCCASIONAL SUPERHERO

Deep (but fleeting) care and actions



"Help me feel like I'm making an **immediate contribution** to the solution."

How this mindset comes to life...

In the Occasional Superhero mindset Aria is engaging with causes that are important to society, but she moves between causes frequently depending on how urgent the need is or how prominent they are in the media. For a while she joined in campaigning with Extinction Rebellion, but then refocused her efforts to support Ukraine by donating to refugees. In this mindset, Aria gives when she sees an opportunity arise. Yesterday she saw a homeless man outside Tesco, and made sure to buy him a Meal Deal as well. This made her feel good as she felt she had made an impact that day.

"I want to engage with important and relevant causes through **social media.**"

Typical Support

Campaigning



Donating



Fundraising



Volunteering



In this mindset Gen Z mainly gets involved through campaigning and donating. They approach these actions in a tactical, ad-hoc way.

"**Give me clear calls to action** so that I can help quickly and effectively."

CROWD FOLLOWER

Surface-level engagement with the topical bandwagon



"I want others to see that I'm supporting the cause."

How this mindset comes to life...

When in the Crowd Follower mindset, Aria is supporting causes to fit in with the crowd. She's most aware of causes that are loud and supported through viral campaigns. She saw Harry Styles' posts about supporting victims of the Beirut blast, and since then all of her friends have been posting Instagram stories to raise awareness, so she made sure she posted one after school today too. She included a link to donate on the post, but she probably won't donate herself this time. She also just bought a rainbow pin to put on her backpack to make sure that everyone knows she supports LGBTQIA+ rights.

"If I see **influencers and celebrities** taking part in a TikTok or Instagram trend I'll do it too."

Typical Support

Campaigning



Donating



Fundraising



Volunteering



In the Crowd Follower mindset Zoomers are particularly likely to campaign on social media. They may volunteer with friends if they have time.

"**Help me be seen as on the right side of the issue** by my peers."

BENEFIT SEEKER

Transactions with a tangible value exchange



How this mindset comes to life...

In the Benefit Seeker mindset Aria supports charities when she is getting something in return. She loves to hunt for a good find at charity shops, but she's there because she needs a new outfit for a party and supporting the charity is just an added bonus. Aria is interested in becoming a doctor in the future, so she volunteers at a hospice because she knows that this will help bolster her CV. She also treated herself to an entry for The British Heart Foundation's Million Pound House Draw because the entries were really affordable and she could possibly win something big.

Typical Support

Campaigning



Donating



Fundraising



Volunteering



Zoomers in the Benefit Seeker mindset will engage in fundraising through linked-initiatives (e.g charity clothes shop) as well as light campaigning, volunteering for their CVs

"I'm happy to support a charity, but **I need to know that there's enough in it for me** too."

"Help me support charities in ways that **fit around my own schedule** and lifestyle."

"If you give me an opportunity that has **big benefits for me, I'll give more time and energy** to your charity."