



## Gen Z Inspiration Series: Chapter 2

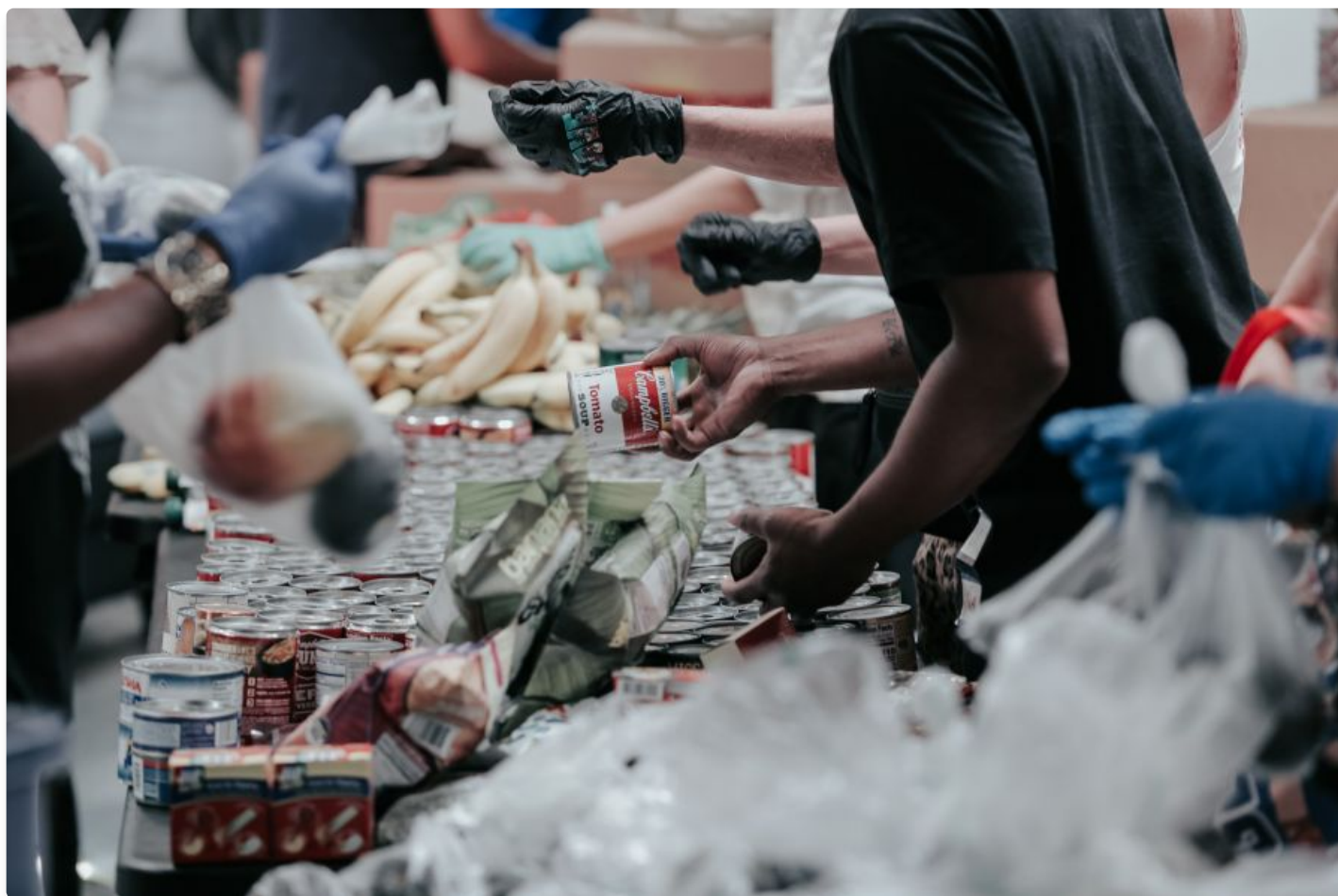
Good Conversations x Good Innovation

### 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 **Vulnerable Children's** 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."*

## Vulnerable Children – Charities mentioned:




We asked our Zoomers to list the charities they most commonly associate with assisting with **Vulnerable Children** and have plotted them in the above word cloud. As you can see, no one charity dominated, but we were struck by the variety mentioned. In particular, you may note that the charities mentioned support children in different ways, so carving out your 'USP' in this space is both important and difficult.

## 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





**Our Impact**

We protect, support and nurture the UK's most vulnerable children. For every £1 we spend, approximately 92p goes on working with the children and young people who most need our help.

[Read about our impact.](#)


*"I like that 92p out of every £1 goes straight to projects that are working with young people. This makes me trust the charity a bit more. I would like an independent audit of this and I didn't see this listed either in this page or in the 'read more' page."*



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

**Run, ride, trek and challenge yourself**


Take on a challenge with Team Barnardos and raise money to help vulnerable children across the UK. You can do this!



**TCS London Marathon**

Take on the iconic TCS London Marathon 2022 and run one of the world's most famous races

[Apply for a place](#)




**Great North Run**

Whether you're a seasoned vet, or a first time runner, the Simplyhealth Great North Run is an unmissable running experience

[Sign up](#)


*"This looks like a different way to contribute to charity kind of unique too you participate in something nice and you are indirectly donating too."*

*"Reading this really made me feel motivated to get involved and to do something to also help the charity. There are many different things that can be done to raise money and also challenged myself that I can do alone or with my family and friends."*





## Facts, figures & success stories help them to verify, and engage with your cause





### We made school uniforms affordable

Thanks to our tireless campaigning, the government promised to cut the cost of school uniforms.

**What does this mean for children?**

It means more families will be able to send their children to school in the 'right' uniform. Less children will be sent home or singled out for wearing non-compliant or ill-fitting clothes. They can focus on learning without worrying about wearing the wrong thing.






### In their own words

When young people want to tell their story, we listen. These young people still believe in a better tomorrow. They know they can break free from those who hurt them, have a happy home life, feel better over time.

Often their stories aren't easy to tell, but they tell them. Because they know sharing their story will help them and others like them.

[Read their stories >](#)

*"This really inspired me to want to read more about the charity & what I could do to support them as there are real people stories and experiences. To hear how the charity has helped their lives improve and for them to have a better future it is really inspiring and makes you want to get involved to help."*





Finally, we asked our Zoomers to improve and enhance some of the websites they'd looked at 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:





AMOUNT TO DONATE

STARTING AT £10

OR MORE PER MONTH



DONATE

VOLUNTEER

STARTING AT

Children and young people need your help. They don't have anyone to turn to. Whether it's giving up a **direct debit** of your salary every month, **volunteering** an hour at the weekend or using your **social media influence** to let people know about the issues that matter - we need you!

An example of how someone leveraged their skills to help:



Good Innovation





*"You will notice from the explanation below that **I am heavily focused on the IMPACT the charity is having and demonstrating that.***

*There are some key changes with my design:*

- At the top there are **colour coded buttons for easy access**. The green happy face represents how a user of the website can help children and what they can do to promote the charity's aims. The red "I need help" button provides a quick and stand-out way for a user/child/parent or guardian of a child to get help.
- **The big image shown demonstrates a real world scenario of how you could help out kids by volunteering to educate them or teach them a new skill perhaps** (even as simple as communication and phonics). I thought this was a better image than the big image used in the original site as it actually shows the IMPACT on children instead of just a person by themselves.
- I then have **3 key "call to actions": 1) Donate** e.g. money **2) Volunteer** e.g. in person time given up **3) Campaign** e.g. social media, petitions

- Furthermore, **I give examples of how the younger generation can help and I provide more down-to-earth relevant ideas** such as the volunteer using their social media influence. This is a more forward looking way about how to have an IMPACT as a charity and probably will end up reaching more people as a result.
- Example shown of a volunteer making social media templates as she had prior creative/design experience and then the charity used that to make an IMPACT. Call to action button of "Be like Sarah" to encourage people who might have similar ideas. **The volunteer was also only aged 21 so it further aligns with our redesign purpose of specifically targeting the young adults generation.**
- **Social media buttons are large** as well as the email newsletter option so that **users can connect with the charity on platforms they usually hang out on."**

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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