



## Gen Z Inspiration Series: Chapter 2 – Ep 2

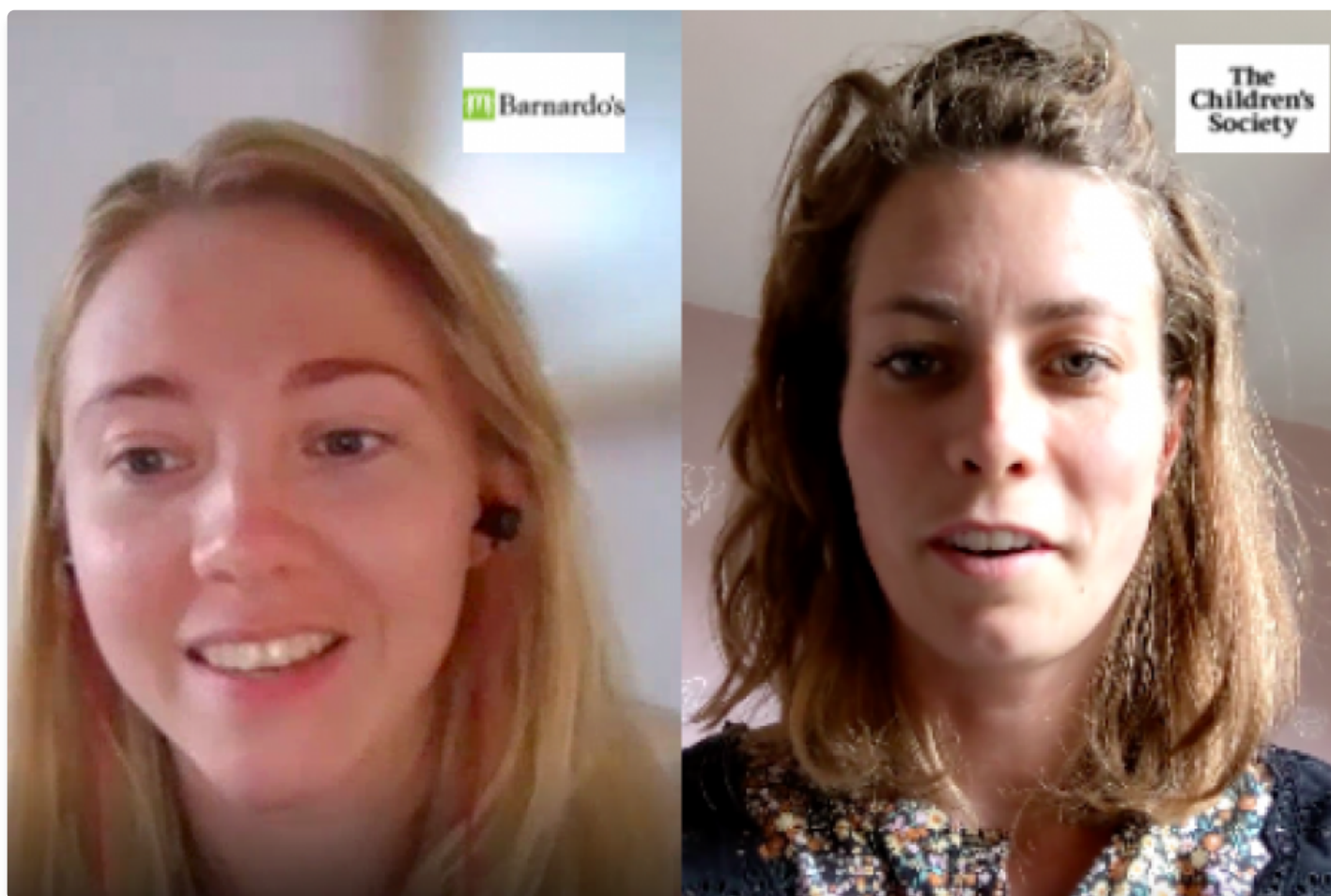
Good Conversations x Good Innovation

### **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 Vulnerable Children as a cause but specifically on *you*: **Barnardo's and The Children's Society**.

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:

*"They are both wonderful charities which focus on the wellbeing of children, which in today's society is so important where there is pressure more than ever on children."*

*"I am happy that The Children's Society and Barnardo's are behind this community as they are great charities and organizations. They do so much good work helping vulnerable children and their families."*

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

They were consistent in their belief that Barnardo's and The Children's Society 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 really believe that social media is the future of fundraising for organisations. Something entertaining that attracts young people's attention. They should assemble a lively, young, and energetic marketing team that produces excellent Twitter, Snapchat, TikTok and Instagram content instead."*

## 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: Give options and target Gen Z

Charity challenges ▶

### Gaming Challenge: 24 Hours in July

Game for a good cause. Take part in our new charity challenge and join a Facebook community where gamers are standing alongside children and young people to raise money and help us ensure a child in crisis gets the support they need.

Other, Online    £100 target

**What's working:**

- Give Zoomers an opportunity to fundraise by doing an activity that they enjoy. Make engaging with the cause relevant to their everyday lives.

*"This idea works well for a young audience, understands their target demographic well and is something that would not only potentially appeal to myself, but many others."*

*"I feel like the idea of gaming is a good idea to raise money, as it such a key aspect in people's lives, especially young people. So I feel like raising money through gaming, would greatly benefit many struggling young people."*

*"Help by gaming is a great idea. It's doing something I enjoy that is also helping a worthy cause."*






# Volunteering: Show Zoomers the skills they can gain

**Types of voluntary work with children**

Here are some examples of the projects you can get involved in:

- befriending and mentoring a young person in care
- helping out at a local play scheme
- offering young asylum seekers the chance to learn and practice English
- helping to run a youth group for disabled teenagers

There are many other ways to get involved.



**“**  
**I enjoy playing with the children. Also, it gives me a sense of relief being able to give back to the community. Here at The Triangles we are a community, we believe in everyone!”**  
**”**

**Inci**  
 Children's services volunteer

**What's working:**

- Connect with Gen Z by using authentic content and show them how volunteering can benefit them as well.


*“The point about the CV is really motivating and I found it particularly motivating when I was in sixth form and volunteered for a charity myself.”*

*“I feel like this is very motivating, especially for young people, who may be applying to university, who want to enhance their applications.”*

**Improve your life skills and your CV**

It's incredibly rewarding knowing that your work can make such a big difference to a child's life.

But that's not all: voluntary work can help you develop important skills and improve your CV when you help others.




# Campaigning: Empower Gen Z with simple, specific actions

**Get involved**

**Support us in parliament**  
If you're an MP, find out how you can support vulnerable children and young people with our latest reports, reports and updates.

**Read our latest reports**  
Take an in-depth look at the issues facing the UK's most vulnerable children and young people with our latest reports, reports and updates.

**Get the latest news**  
We report on the latest news and updates that affect vulnerable children and young people across the UK.

**What's working:**

- Be specific when discussing your campaigning efforts.

*"I feel like this is motivational for people wanting to campaign, as it directly references local governments, the people who are responsible for policy making in their areas, who also direct money into different sectors. This gives a sense of how the charity is serious in their aims, which could encourage more people to campaign."*

**How might we improve:**

- Communicate information to Gen Z in short, clear ways that are easy to digest.

*"I would prefer more engaging means of communication than news updates and reports."*

**GOOD INNOVATION**

## 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."*

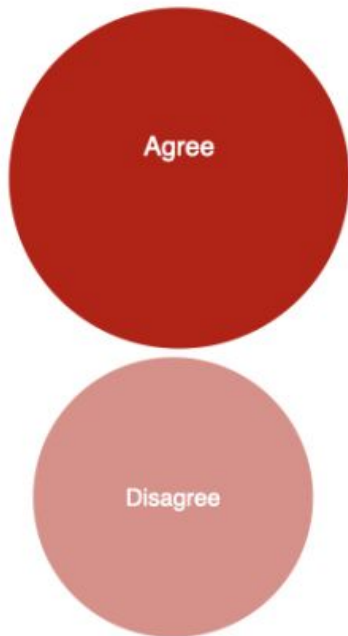
**Statement B:** *"It's about the kind of person you are. If I like socialising or I like the idea of being part of something, I'll volunteer or campaign. Or I might be the kind of person who just wants to give money as that's easiest. It's a personality thing."*

**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 **Vulnerable Children** 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."**



Opinions were split on this statement. Gen Z recognise that they are short on time and money at this stage in their lives, but are keen not to use that as an excuse:

*"Once I am in a position where I can either donate financially or volunteer I am more than happy to do so."*

*"You may have more money when you start full time work but you will always have some money. This may be pocketed money or money you received as a present. It is just about making that choice on whether to spend it on charity or not. To get family and friends involved and try generate money from them. It does make it easier to donate more regularly but to donate in general can be done at any age."*

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

*"For donating money it's definitely a point in the future where I'm in a stable job, with a comfortable amount of disposable income, so that I can donate without worry for myself. For the other three (fundraising, volunteering and campaigning), it would be a time in my future where I have a fair amount of free time. With that free time, I'd be able to participate in all 3 of the above activities stress free and really devote myself to them without worries that I should be doing other things with that time. These conditions, at points in my future which I'm sure shall arise, would definitely be optimal, as they would both put me in the most comfortable position to contribute towards charities in the best ways I can."*

**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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