

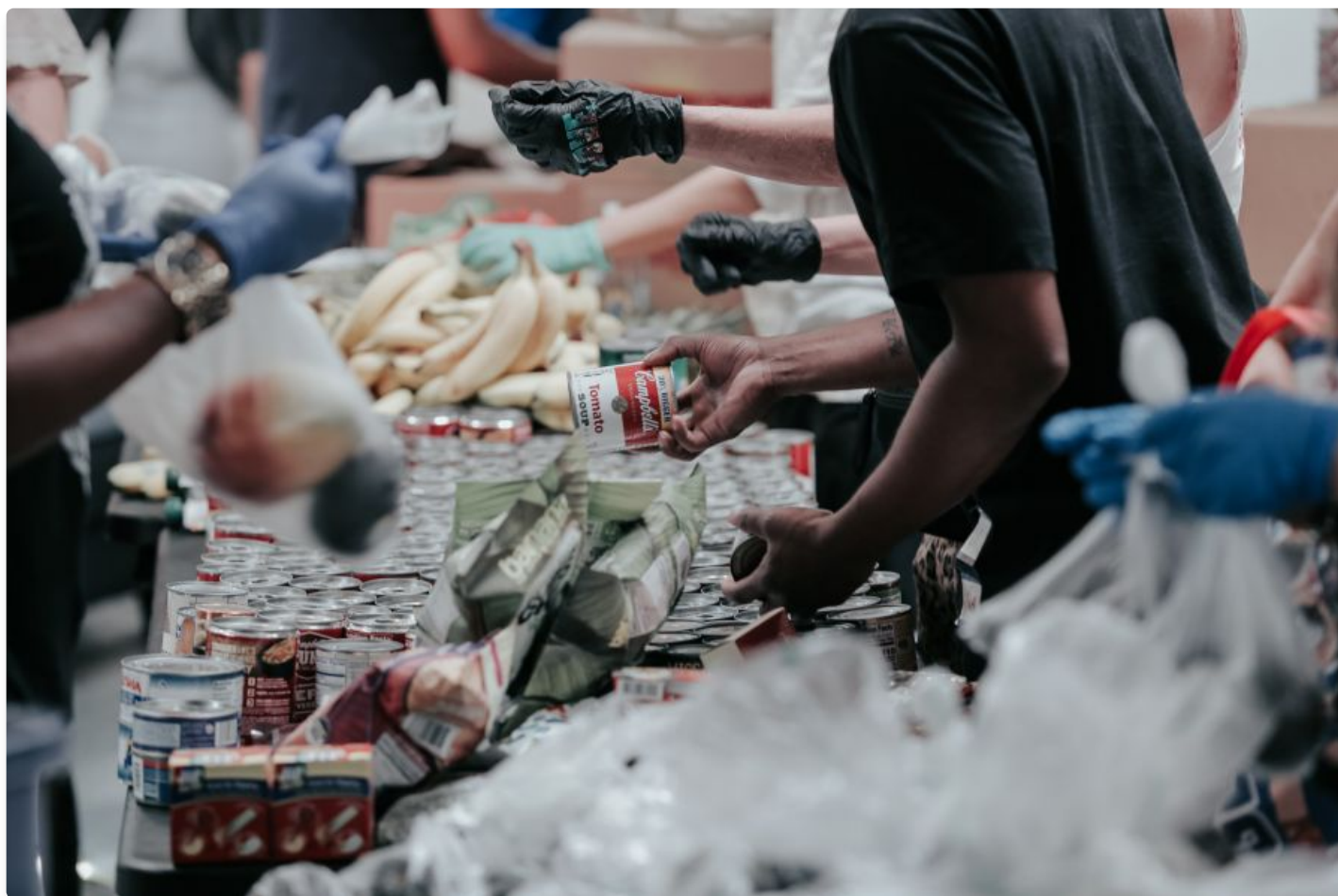


The View from Chapter Two

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 Visual Impairment and Disabilities 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."

Visual Impairment and Disability – Charities mentioned:



We asked our Zoomers to list the charities they most commonly associate with assisting with **Visual Impairment and Disability** and have plotted them in the above word cloud. As you can see, 12 different charities made the list, and we were struck by the variety mentioned. In particular, you may note that Guide Dogs, RNIB, and SCOPE stood out to Gen Z as the three charities they recognise most as doing a good job in the visual impairment and disability area.

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, transparency & impact around donations really matters

When you sponsor a puppy you'll receive...

- Regular Pupdates via mail and email - following your puppy's journey
- Access to your puppy's exclusive Facebook group
- Photo album and photos of your pup
- A personalised certificate
- An adorable magnet
- A gorgeous calendar at the end of each year



*Designs may vary slightly. Electronic devices are for illustrative purposes only, devices not included.

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"This motivated me to take action as its relatively cheap and you get a lot out of donating so you can see where your moneys going."



Personal stories drive Zoomers to connect with the charity

Meet Nell



In this section

Inspiring stories

Children and young people inspiring stories

[Will's story](#)

[Zoe's story](#)

[Grace and Molly's story](#)

[Nami's story](#)

[Subayish's story](#)

[Ellis and Ralph's story](#)

Facts & figures help them to verify and engage with your cause

Donating

Help change a life today

Did you know that every day, 250 people in the UK start to lose their sight?

Guide Dogs believes no one should be left out of life. Our services enable thousands of people with sight loss to lead confident, independent and fulfilling lives. But we know there are many more who could benefit from our support.

We rely on donations to continue our life-changing work. Every pound raised makes a difference to people in the UK living with sight loss.

Please support our charity and help us change more lives by making a donation today.

Feedback

"This slide motivates me to take action. The websites use of statistics reinforced to me the prevalence of blindness. By shedding light on this ride problem, I was made aware of its severity and this encouraged me to take action in actively trying to support the visually impaired community."

Why we need your support

- Every hour, another person in the UK goes blind
- 180,000 people with sight loss rarely leave home alone
- Almost two million people in the UK are living with sight loss. By 2050, there could be nearly four million
- We rely on donations to continue our life-changing work. Every pound raised makes a difference to people in the UK living with sight loss.



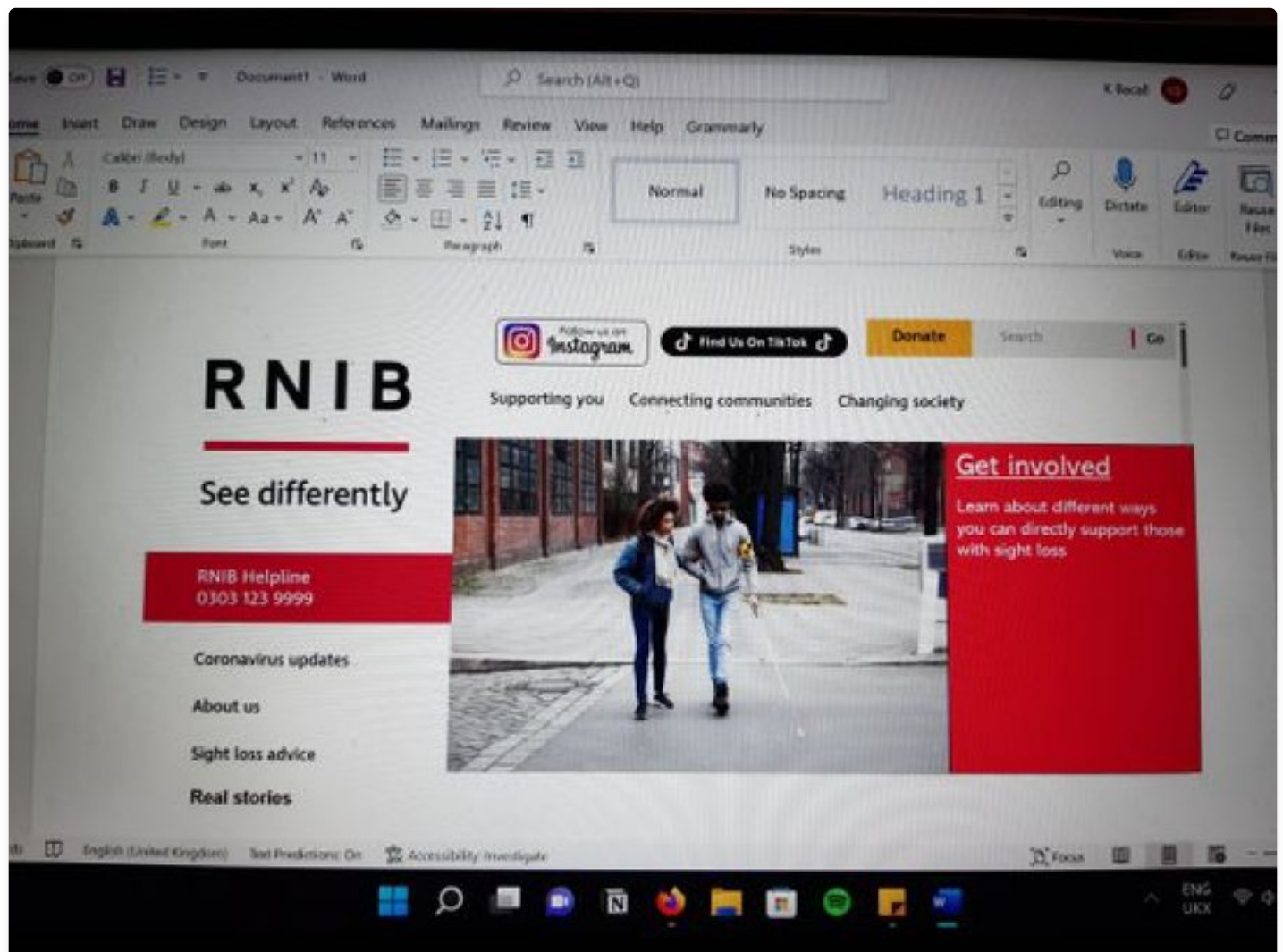
Feedback

"This inspired me because seeing the statistics made me realise why charities like Guide Dogs need the publics support each day."



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



*"I added some **social media 'Follow' buttons** as it would make it easier for younger people to keep up to date with the charity's activities.*

*I also added a **Get involved section so immediately it's clear** on the website where you can go to find out more about supporting the charity. I also changed the photo to **feature younger people** which might resonate more with people of a similar age.*

*On the left I added an **anecdote section** so people can read how the charity has had a direct impact on people's lives and this might convince a broader range of people to donate or volunteer."*

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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