



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 Visual Impairment and Disabilities as a cause but specifically on *you*: **Guide Dogs UK**.

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:

"I'm so happy to see Guide Dogs UK are behind this community! I think they do excellent work to help those with sightloss adapt."

"I am happy that Guide Dogs are sponsoring this community as they are such a positive and impactful charity that work so hard to meet the needs of individuals who are visually impaired."

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

They were consistent in their belief that Guide Dogs UK 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:

"To better engage with young people, as others have said, a bigger social media presence would be hugely beneficial. If we are targeted with marketing from a younger age, we're more likely to want to help when we are older and more financially stable. Examples of a positive social media presence are things like pictures of cute dogs and inspirational stories of how guide dogs are able to help people."

"When I see adverts for charities, they're usually focussed on older adults, and while older adults should be acknowledged and supported, young people with disabilities should also be given an equal amount of coverage."

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: Make it fun and easy

Sporting Activities

Lace up those running shoes with our running events
Whatever the distance, lace up your running shoes and make every step count for Guide Dogs! Taking part in one of our running or walking events is a great motivator to whilst also supporting a good cause.

Get those legs pedalling with our cycling events
Prefer to travel on two wheels? We have an amazing range of cycling events you can get involved in, in the UK and abroad.

Find out more about our sporting events →

Feel like something more extreme
Embrace your wild side and experience the unforgettable thrill of a tandem skydive. Charity skydiving with Guide Dogs.

What's working:

- Gen Z like when you make it fun and give options.

"Great variety of activities which caters to everyone's likes and abilities."

"I have always loved the idea of doing a skydive for a charity and raising a big amount of money, so this is something that would definitely motivate me to get involved in a charity like Guide Dogs."

How might we improve:

- Include a wider variety of options or some adaptations for Gen Z who are all about inclusivity.

"This is cool, but I think maybe the charity could offer some more accessible/inclusive forms of fundraising activities - ones that people with disability etc could also get involved in."





Volunteering: Give options & include benefits for Zoomers



What's working:

- Give Zoomers multiple options with different commitment levels that are laid out in a clear way.

"Small explanations make it so I don't need to cycle back and forth between pages to find what I want."

"This is cool because you can help with the puppies without full time commitment."

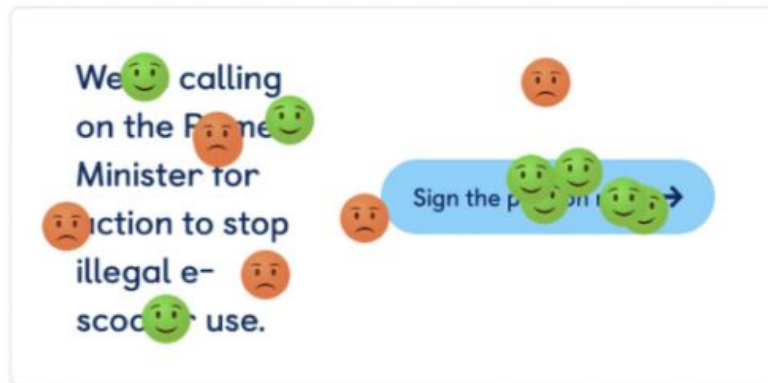
How might we improve:

- Engage Gen Z with more emotional content.

"This page needs more personification of the dog rather than just 'the guide dog' - people may feel less inclined to help if it seems like an object."



Campaigning: Empower Gen Z with specific actions

**What's working:**

- Use clear calls to action to making engagement easy for Gen Z.

"Its very easy to sign a petition and doesn't take much time or effort to do so."

"Petitions are easy and quick to sign/share so I would click this."

How might we improve:

- Use images and other visual stimulus to catch the eye of Zoomers.

"Not very visually motivating- a bit dull."



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.

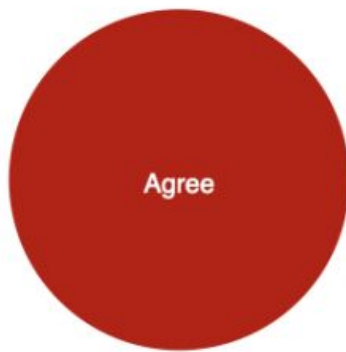
Statement A: *"It's all about the time in your life. When I've got money one day, I'll donate money regularly. If I've got more free time, I'll volunteer. It's kind of a life-stage thing."*

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 **Visual Impairment and Disabilities** cause collective voted, why they felt the way they did, alongside what it means for you!

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Gen Z identify strongly with the idea that their financial and time capacity is currently limited, but hope this will change when they have more stable daily routines:

"Not everyone is able to donate time and money and so when they can they'll be more motivated to do that."

"It really depends on personal circumstances - how much free time you have, whether you have kids, spare money - that determines the amount of physical and mental effort you have left over to think about and get involved in extra curricular life activities like charity."

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:

"I can imagine I'll donate once I have a stable, well paying job and in the future after retirement from my pension. I might also want to fundraise at an early stage in my career, as I think it will keep me active in a period of time where work will probably be the priority on my mind. I feel it would give me a break."

"I would like to be able to donate money, but only when I am financially stable and the cost of living crisis is resolved (wages match inflation etc.). I think volunteering is something I'd like to do in the near future as I am secure in my career so can probably find time to do this."

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

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