



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 **War Veterans** 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."

War Veterans – Charities mentioned:

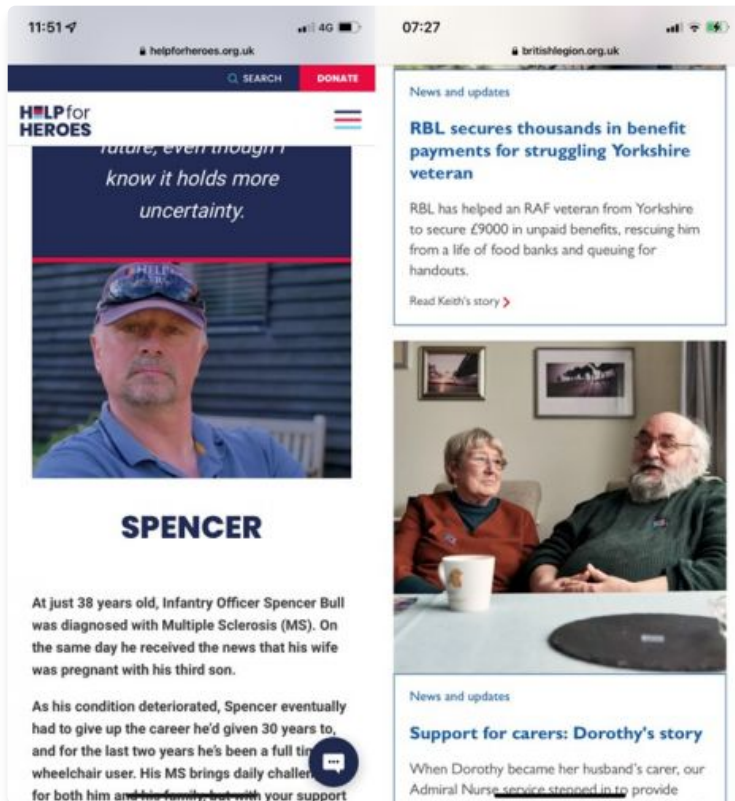


We asked our Zoomers to list the charities they most commonly associate with assisting **War Veterans** and have plotted them in the above word cloud. The Royal British Legion and Help for Heroes largely dominated the mentions, with the success of the poppy appeal being a prime driver of awareness for the Royal British Legion. Both are seen as doing terrific work for this cause collective, propped up by many other smaller and more focused initiatives.

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.

The power of real life stories rings true for Gen Z



"This screenshot inspires me this is because people are sharing their accounts and experiments they have had with the royal British legion which are all positive. They are really involved with the people that come to them which motivates me to do more."

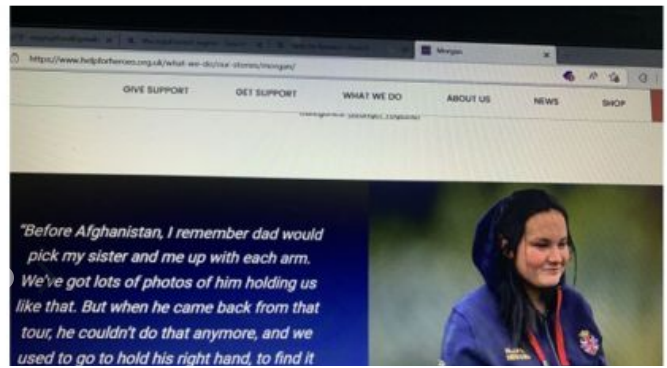
"This inspired me as I was able to read personal accounts of people who have been affected first hand by the charity and how they have been supported."



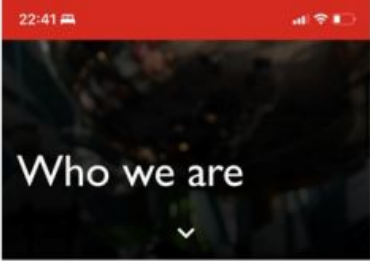
Talk to Gen Z directly to capture attention



"As I am going to uni soon, this really inspired me to look into how I can support the charity by doing a uni fundraiser."



Clearly explain what you do, and how THEY can help




Who we are

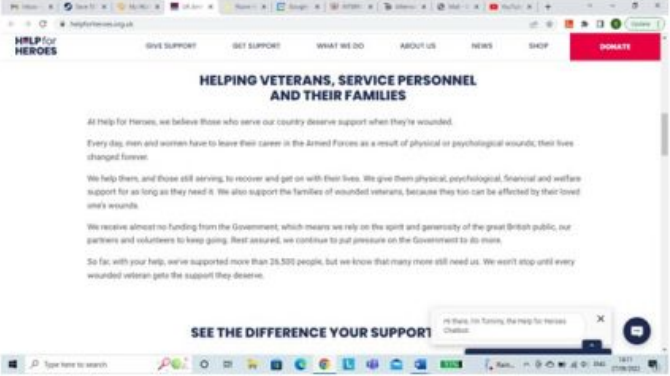
The Royal British Legion is at the heart of a national network that supports our Armed Forces community.

We're here through thick and thin – ensuring their unique contribution is never forgotten. We've been here since 1921 and we'll be here as long as they need us.

We are the country's largest Armed Forces charity, with 180,000 members, 110,000 volunteers and a network of partners and charities; helping us give support wherever and whenever it's needed.



britishlegion.org.uk — Private



HELPING VETERANS, SERVICE PERSONNEL AND THEIR FAMILIES

At Help for Heroes, we believe those who serve our country deserve support when they're wounded. Every day, men and women have to leave their career in the Armed Forces as a result of physical or psychological wounds; their lives changed forever.

We help them, and those still serving, to recover and get on with their lives. We give them physical, psychological, financial and welfare support for as long as they need it. We also support the families of wounded veterans, because they too can be affected by their loved one's wounds.

We receive almost no funding from the Government, which means we rely on the spirit and generosity of the great British public, our partners and volunteers to keep going. Rest assured, we continue to put pressure on the Government to do more.

So far, with your help, we've supported more than 25,500 people, but we know that many more still need us. We won't stop until every wounded veteran gets the support they deserve.

SEE THE DIFFERENCE YOUR SUPPORT

"This was more motivating as it connects to what the RBL does."

"This part of the website motivated me as it gave an overview of the charity, how many people they help and the promise to keep on delivering."



Powerful imagery & facts are persuasive



“This inspired me as it highlight the importance of the war veterans and what they did. It makes sure the roles they played/ actions they took will not be forgotten. Furthermore, the background image is very moving with the veterans and the ascending poppies to the sky.”

“The war veterans sometimes blend into the environment, making us forget them at times.”



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 are drawing in a Gen Z audience online:



Support specific causes

+ Quick links



News and updates

RBL secures thousands in benefit payments for struggling Yorkshire veteran

RBL has helped an RAF veteran from Yorkshire to secure £9000 in unpaid benefits, rescuing him from a life of food banks and queuing for handouts.

[Read Keith's story >](#)



News and updates

Support for carers: Dorothy's story

When Dorothy became her husband's carer, our Admiral Nurse service stepped in to provide practical advice, and emotional and psychological support.

[Dorothy's story >](#)

The Royal British Legion is here to help members of

How to help

Things to do

the Royal Navy, British Army, Royal Air Force, veterans and their families. And we're not going anywhere.

We support serving and ex-serving personnel all year round, every day of the week.

Our support starts after one day of service and continues through life, long after service is over.

Whether you're a volunteer, member or proud Poppy Appeal collector – however you choose to support the Royal British Legion, we couldn't do it without you.

Ways to support RBL >



"I've started by **adding the social media links at the top of the page** – this is the most relatable aspect for our age group and by following their social media, people will get regular updates at no cost to the charity.

The quick links to specific causes resonate because it **shows exactly where money is being spent and feels personal** so should be one of the first things we see. I think being able to donate to specific causes would be a good feature to add.

It's also good to have **what the charity does and ways to get involved** other than directly giving money are good.

Finally **including pictures of younger people on the first page** we see makes it **feel more relatable** to our age."

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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