

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 *War Veterans* as a cause but specifically on *you*: **The Royal British Legion**

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:

"When I think about the RBL, I think of the poppy appeal, which has become a large part of society. I have frequently seen volunteers around London and some even talking in our school about it as well. I would love to one day help the RBL through things like volunteering and fundraising."

"I think involving a team of young people is beneficial because it offers a different perspective."

Their Key Piece of Advice? Social Media, and ensure Mental Health is in the conversation.

They were consistent in their belief that The Royal British Legion could make **greater use of social media** – it's where they're hanging out and having their most interactions! Alongside that, **placing an emphasis on mental health struggles** is particularly pertinent for Gen Z and their causes:

"They should utilize social media as that is the best way to target people my age as everyone is using it."

"My one piece of advice would be to prioritise mental health and to do everything possible to make the military work with them on the welfare side of things."

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!

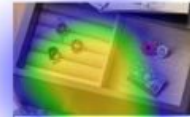
Fundraising & Donating: Modern, varied, proven ways to have impact

The Poppy Shop Armed Forces Collection is now available.

100% of the profits from the Poppy Shop go towards funding RBL's ongoing work in supporting the Armed Forces community, serving and ex-serving personnel and their families.

By shopping at the Poppy Shop, you're helping us to provide vital services and support, from expert guidance and advice, to recovery and rehabilitation.

Take a look at the Poppy Shop's [catalogue](#) to view all the latest products from the new collection.



Pins and brooches

Our extensive collection includes Remembrance pins, poppy brooches and football pins.

[Browse the collection >](#)

What's working:

- Committing to 100% of the profits going to the charity is a powerful statement that generates buy-

How might we improve:

- For some Gen Z, the idea of a shop can jar slightly, but presenting in context of the full profits going to

Volunteering: Inclusivity is driven by variety

Event volunteers

Each year thousands of volunteers around the country take part in our annual Poppy Appeal and there are many ways to get involved.

[Become an Event volunteer >](#)

Volunteer at the National Memorial Arboretum

With 150 acres, over 200 memorials and an abundance of wildlife, there are a variety of volunteering roles at the National Memorial Arboretum.

[Have about volunteering at the NMA >](#)

Poppy Appeal volunteers

Our volunteers are back out in their communities to raise vital funds for our Poppy Appeal. Apply now to become a Poppy Appeal Volunteer.

[Volunteer during the Poppy Appeal >](#)

Volunteer at a City Poppy Day

Join us for a City Poppy Day—a collection day supported by members of the Armed Forces, all in aid of the Poppy Appeal for The Royal British Legion.

[Become a City Poppy Day volunteer >](#)

What's working:

- Variety rises to the fore once more as Gen Z strongly value opportunities that appeal to a broad range of interests.

How might we improve:

- Giving Gen Z the opportunity to clearly picture volunteer opportunities, helps them to feel incentivised to get involved.

"All really great descriptions of how you can volunteer and a large a variety of ways in which to do so."

"Love the variety of options; everyone gets a chance to actually participate in an activity they want."

"No real mention as such as to what the volunteer role will entail."



Campaigning: Appeals to authority, community & positive language are all persuasive

**What's working:**

- Gen Z appreciate that involving higher authorities is a vital path to creating true change

"This makes me want to volunteer because it just shows that the organisation cares for people by constantly asking higher authority for help."

"It is good as they are getting authorities involved and as they have the most power, they can influence the most change."

How might we improve:

- Adding detail upfront as to what exactly has been done helps Gen Z to fill in the gaps they are often missing when it comes to campaigning.

"This feels too formal and doesn't really tell us anything about the process - to improve, more relatable wording would be good such as 'following interviews with veterans/politicians'. This is something that we can understand and adds validity to the statement."



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.

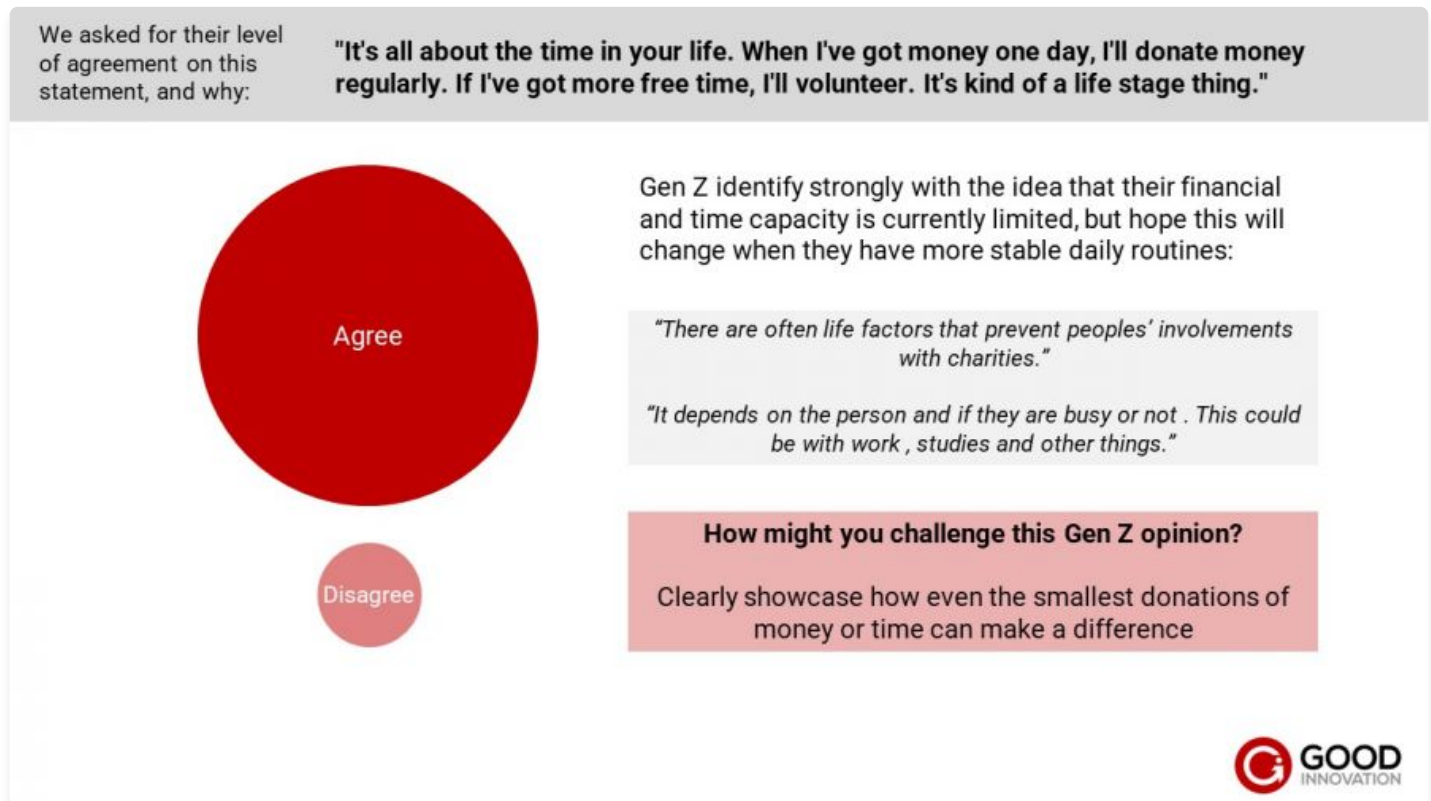
Statement A: *"It's all about the time in your life. When I've got money one day, I'll donate money regularly. If I've got more free time, I'll volunteer. It's kind of a life-stage thing."*

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 **War Veterans** cause collective voted, why they felt the way they did, alongside what it means for you!



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

"As I get older, and become more financially and personally independent, I would like to be able to become more involved in donating and money, volunteering and campaigning in particular. I think once I have my own home and established job, I will feel more financially comfortable and be able to be more generous. I think when I have a family I will feel a greater amount of independence, and want to get involved more."

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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