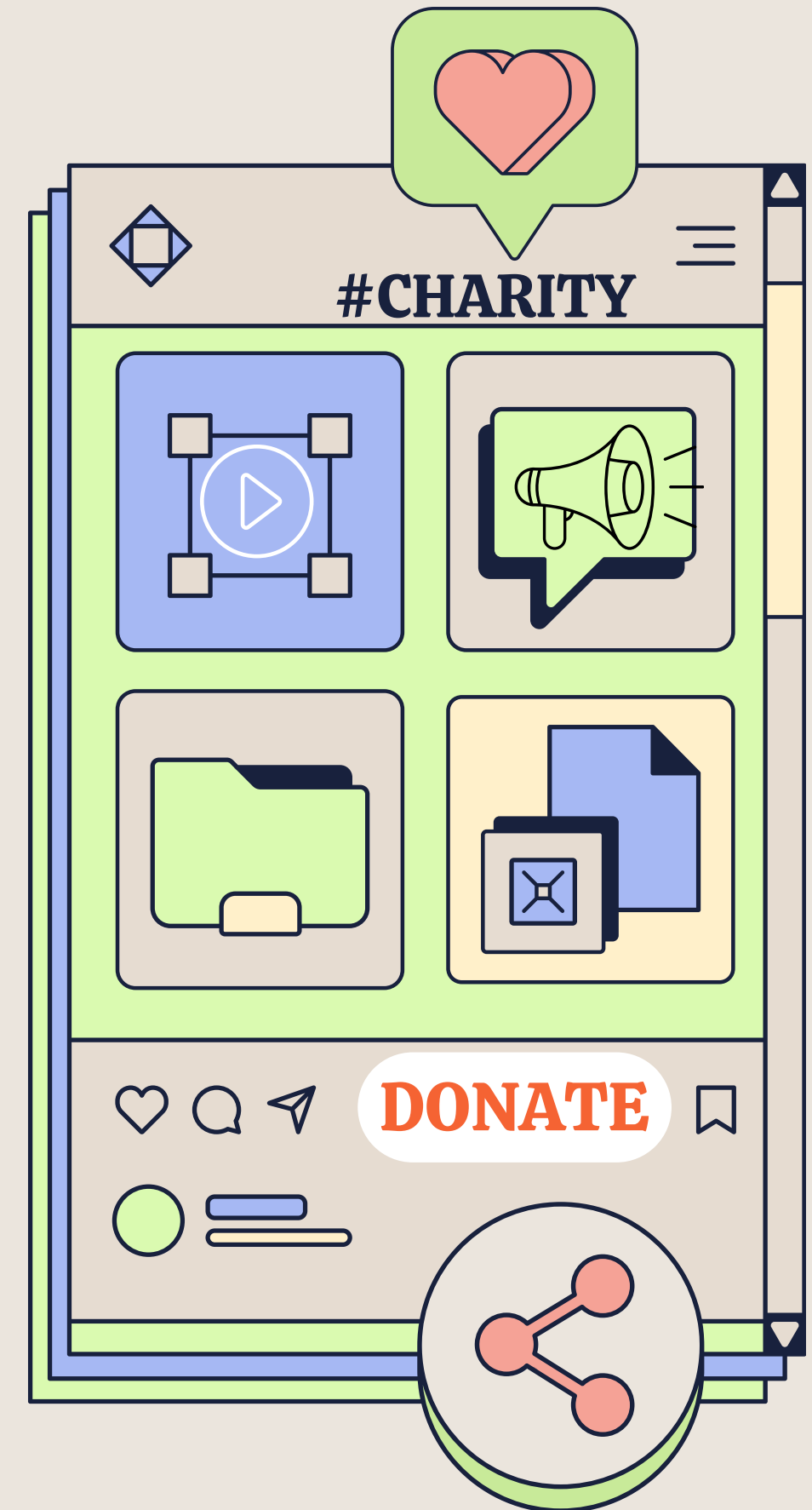


* Ashley Fontaine

How to attract and retain the most charitable audience

“Gen Z: The New Generous Generation”



Who am I?

Profile

- Trustee at InspireUK - The Charity
- Programme Manager
- Communications Specialist
- Youth Voice & Mental Health Advocate

Mind | Street Games UK | Charity Digital



Ashley Fontaine

Gen Z-er + Social Impact Enthusiast

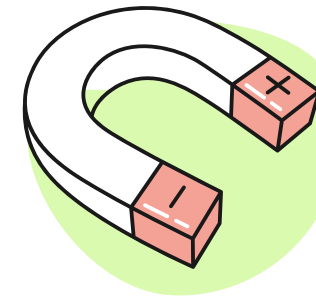
Session Agenda

INTRO



- State of Charity Giving 2023
- Giving potential of Gen Z

PART 1: ATTRACT



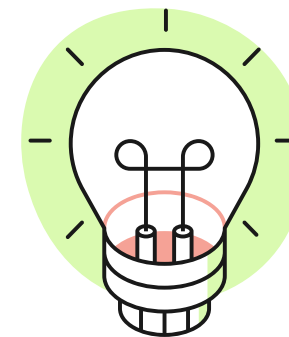
How to bring in and buy-in Gen Z donors and fundraisers

PART 2: RETAIN



How to maintain long-term giving relationships with Gen Z

CONCLUSION



- Key takeaways
- Helpful resources

The State of UK Charitable Giving (2023)

The challenges to consider:

79% of UK charities say their biggest concern for the year ahead is the economic situation leading to fewer individual donations

Donation levels are yet to recover to pre-pandemic levels

Competition for participant engagement in fundraising and donating is high

Giving is distributed across more channels than ever before

Blackbaud, 2023
CAF, 2023



The Giving Potential of Gen Z



**Pioneers of
'Youth Voice'**



**Driven by Social
Impact & Advocacy**



**Significant Spending
Power in the UK**

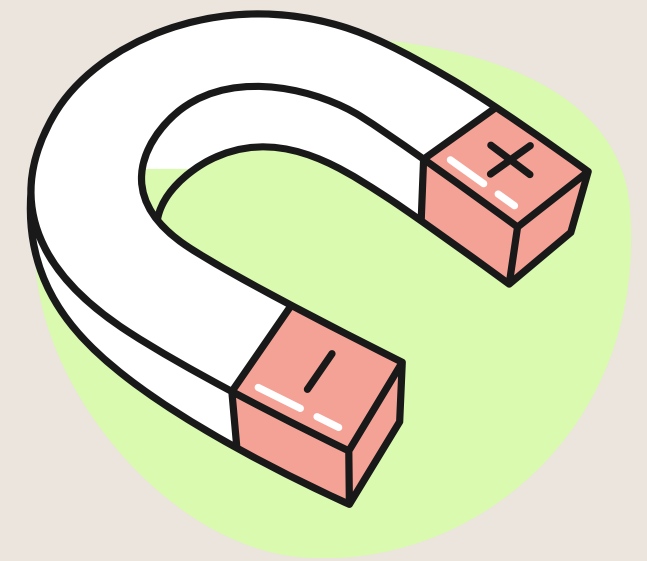


**Known as the
iGeneration**



Attract

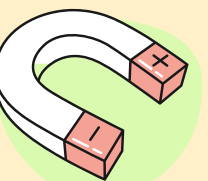
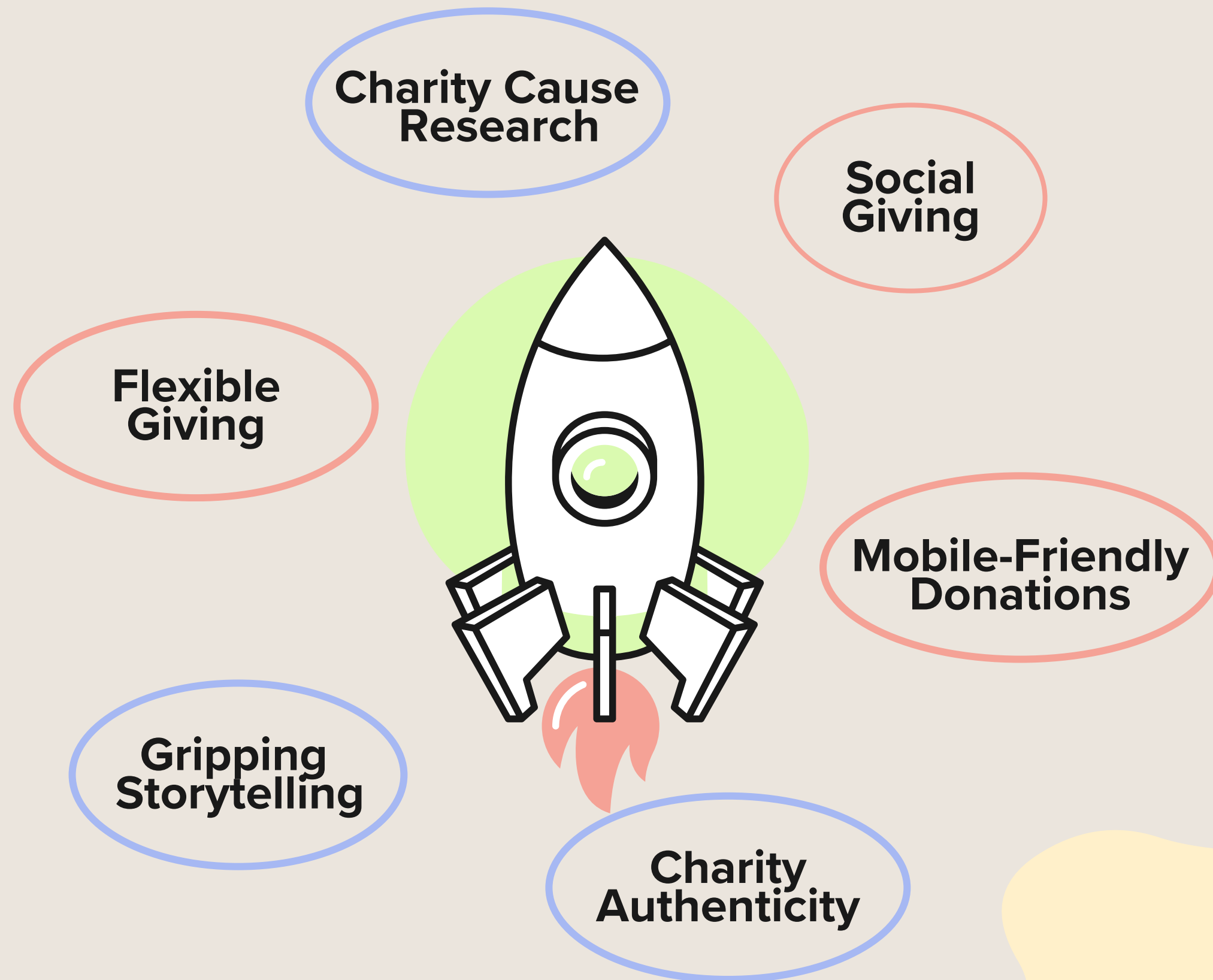
How to bring in and buy-in Gen Z donors and fundraisers

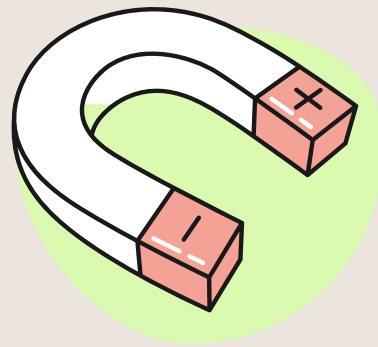


Gen Z Giving Trends

Charities must be proactive, responsive, and adaptable to Gen Z giving trends while continuing to meet the expectations on compliance and professionalism.

- what makes Gen Z-ers donate/fundraise
- how Gen Z-ers donate





Social Giving

40% of Gen Z donors learn about new causes from social media, with the top 3 platforms being used to discover them are:

1. YouTube
2. Instagram
3. TikTok

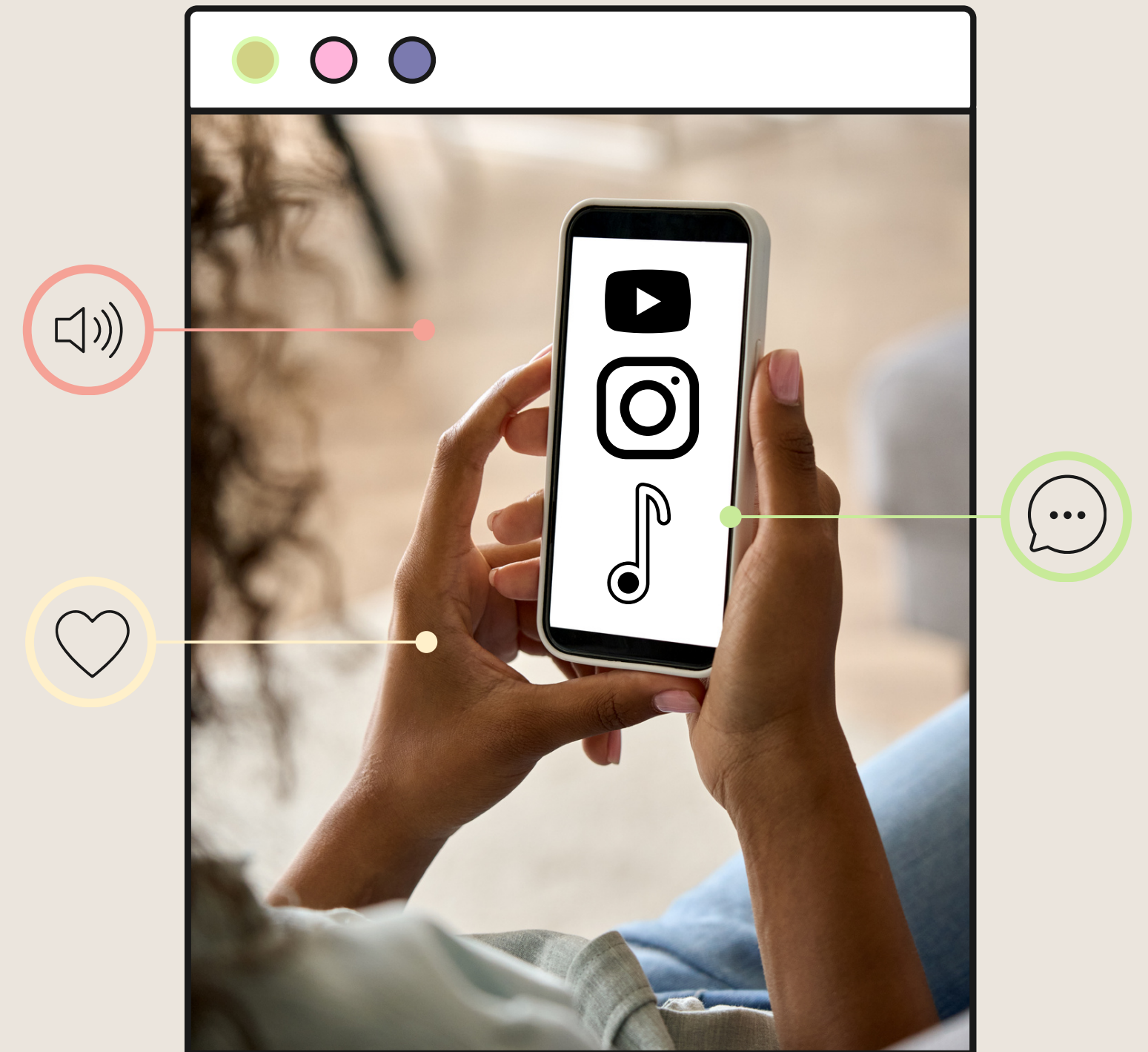
short sharp visuals

linktree

the power of #

donation stickers

(Classy 2023)

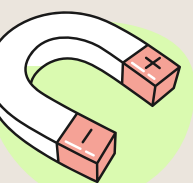
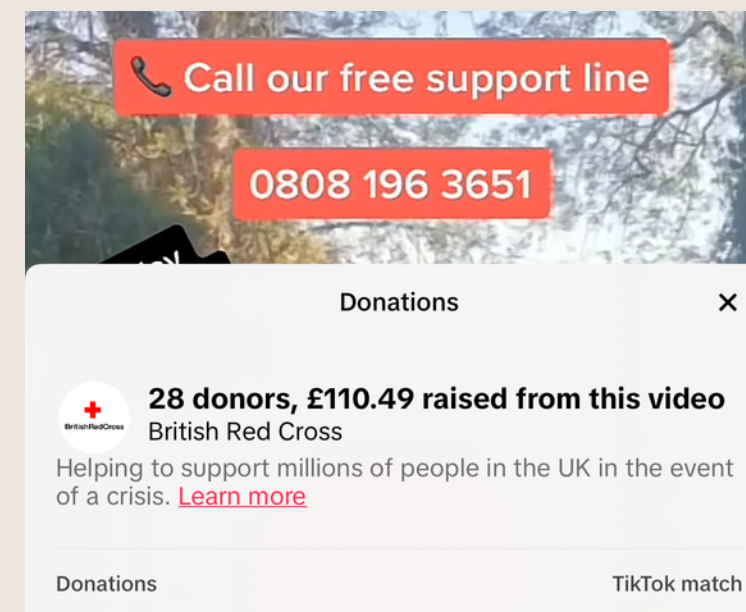
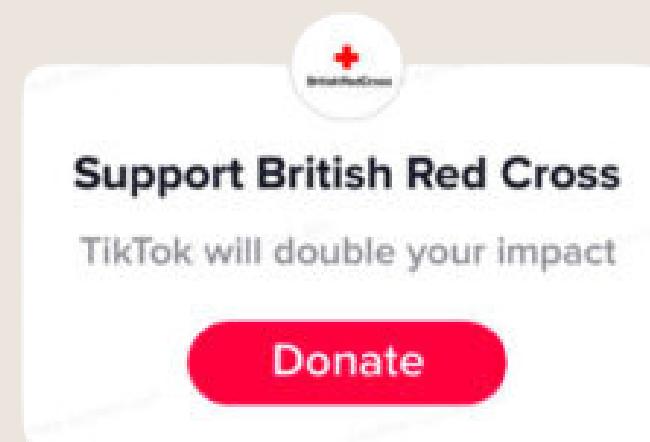
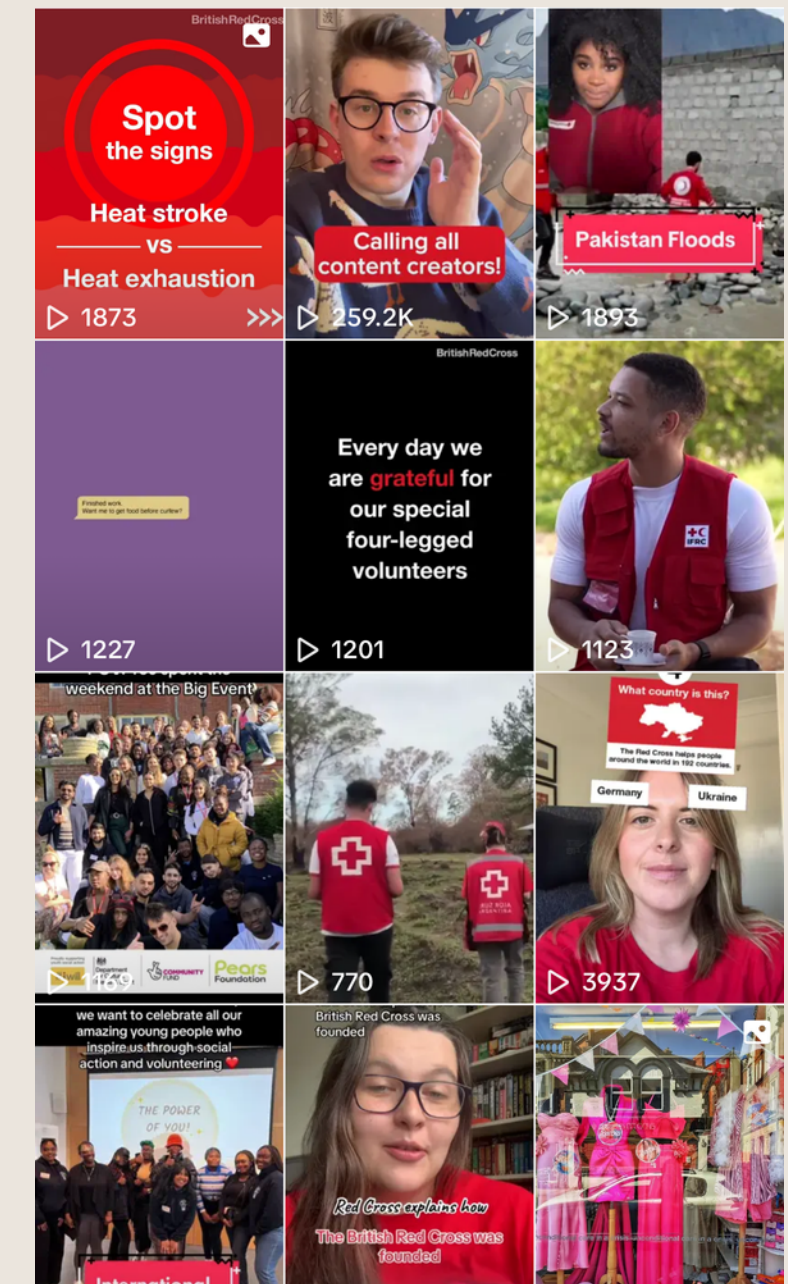


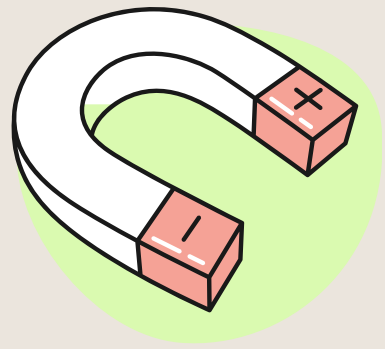
Case Study 1: British Red Cross & TikTok

“When we [ask for donations on TikTok] we position it as a way for people to continue to support our work.

We talk about the **impact of our donations** and the **impact our audiences can make**; this helps us showcase how our work can make a difference but ultimately how someone's donation impacts another person.”

**Social Media Manager,
British Red Cross**





Gripping Storytelling

Gen Z leads with their hearts when it comes to giving. Charities need to tell a story that captures their passions and speaks to their values. The key is to create fundraising campaigns with messaging that resonates and builds an emotional connection with them.

language

'characters'

tone

theme



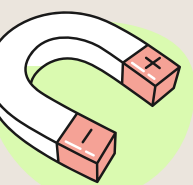
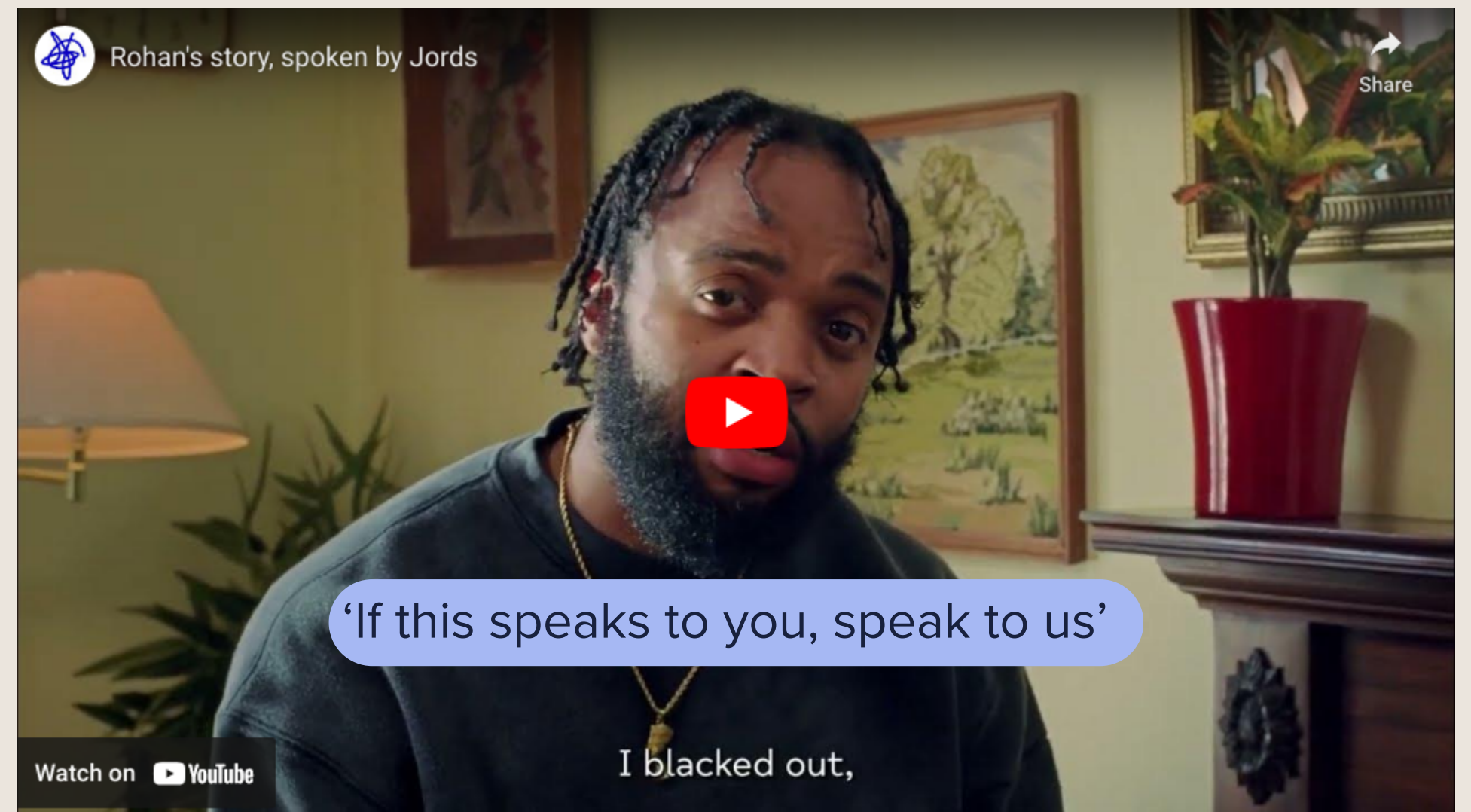
Case Study 2: Mind 2022 #SpeakToUs Campaign

Why Did It Work?

- Spoken word poetry format
- Gen Z 'characters'
- 73% of Gen Z support mental health messaging in ads

The Results

Increase in Gen Z donors and fundraisers



Retain

How to maintain long-term giving relationships with Gen Z

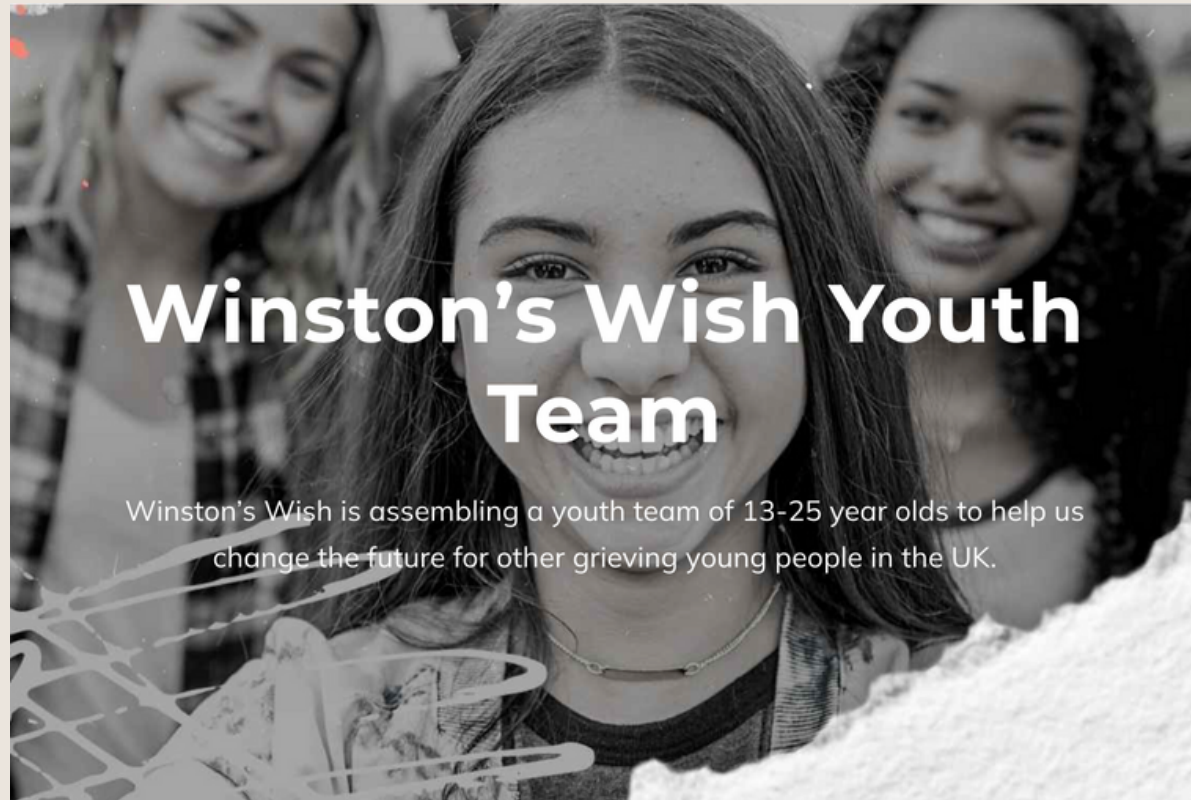


Fundraising Cycle

- 1 Identification
- 2 Qualification
- 3 Cultivation
- 4 Solicitation
- 5 Recognition
- 6 Stewardship



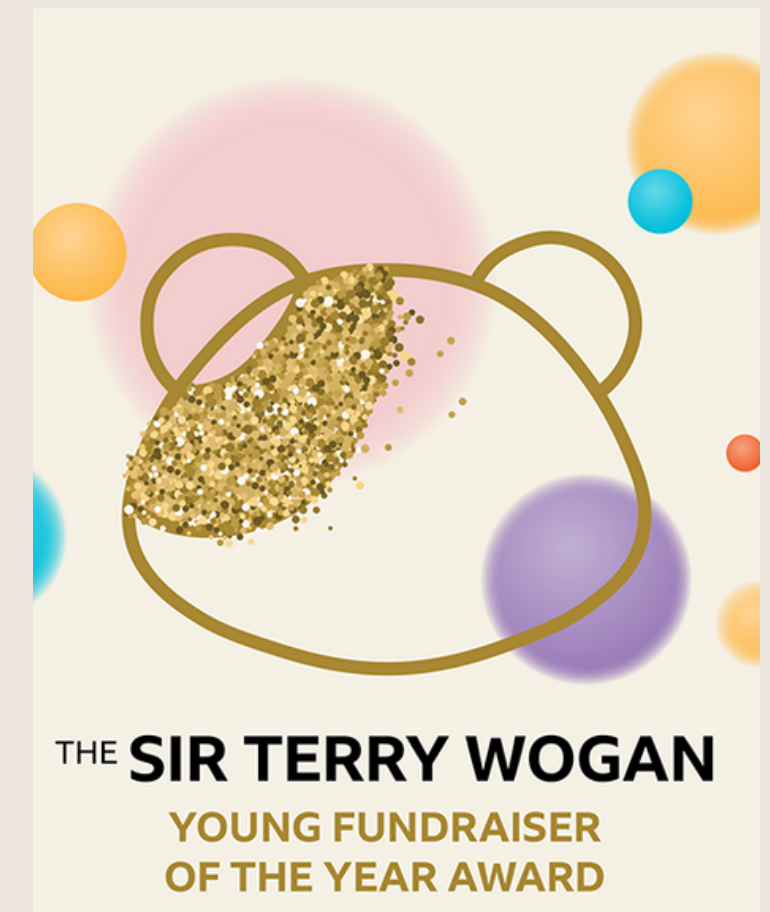
Case Study Examples



Winston's Wish



Make a Wish UK



BBC Children in Need

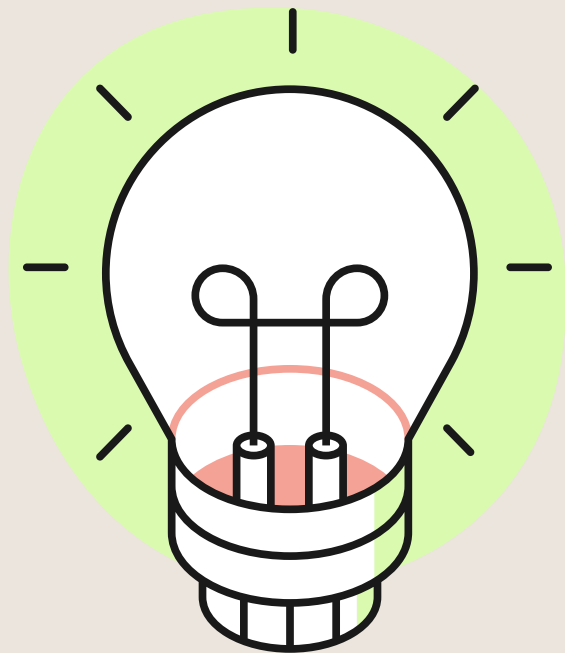


Link Age Southwark
Communities supporting older people

YOUNG MINDS
fighting for young people's mental health



Conclusion



Key Takeaway

No matter the size, charities across the UK need to invest in attracting and retaining today's Gen Z-ers. With their current/projected spending power, engagement with technology, and passion for changing the world, they play a significant role in the giving sector and where it's set to head in the future.

Resources

- Charity Digital
- Young Trustees Movement
- Amplify
- Social Listening Tools: TikTok, Google Trends

Understand
Your
Next Gen
Audience

Tell Powerful
Stories

Build Trust
Through
Authenticity

Create an
Engaging
Experience

Secure Funds
& Share
Stories of
Impact

Changing Our World, Inc. and ONE HUNDRED

Thank you for your time today

For any follow-up queries, reach me via



ashleyfaithfontaine@gmail.com



Ashley Fontaine

