

# Boomer Women Communications Guidelines

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## BOOMER WOMEN – Guiding Communication Principles

### REALISTIC REPRESENTATION



Embracing the fact that Boomer Women are not simply cardigan-wearing, glove-knitting, slow-moving members of society. While they may have a few more physical limitations, their inner ambitions, hopes and dreams feel bright and optimistic. And they want to see this reflected around them in communications.

### BE BOLD



Whether it's in the use of humour, music, arresting images, turns of phrase. Boomer Women want something that stands out and catches their eye with a nod towards the daring. There's too much of the same around them these days and they're yearning for the different.

### TRUST TAKES TIME



Acknowledging that relationships and trust is built over time, and through the result of a series of actions. Whether it's with their partners, colleagues, financial advisors, showing a willingness to invest the time it takes to curate a track record of delivery builds credibility.

### REPUTATION MATTERS



Many established British brands and reliable media personalities have left their mark on the lives of Boomer Women across different events, notable moments or cultural shifts. They value those who take these roles seriously and respect the responsibility that comes with them.

#### What it means for Boomer Women

#### Why it matters

Too often Boomer Women can feel like the forgotten generation, those who are meant to quietly keep to themselves in the corner and not cause too much fuss. Their birthdate might say a certain year, but they don't feel much different to those 20 or 30 years younger than them and know their generation is just as vibrant, diverse and eager to make an impact as any other.

They were the generation of the Swinging 60s, the eclectic 70s and rocking 80s. Soundtracks, societal progression and standing up for something defined much of their formative years – they're not afraid of a little cheek to get their attention!

A wealth of life experiences has shown to Boomer Women that not everyone can be relied upon to keep their word. Therefore, those that do so consistently over time have a chance of standing out. For those newer on the scene, every new promise kept can be a sign of positive things to come.

In a world that feels like it's consistently changing and evolving, there's a comfort and security in turning to those that have reliably proven their role and place in broader society. It takes a lifetime to build a reputation, and a moment to destroy it.

	REASSURING	AUTHENTIC	UPLIFTING	PURPOSEFUL
What it Is	Calm and confident. Informative. Educational. Researched.	Real people. Real stories. Specific. Detailed.	Positive sheen. Hopeful. A light at the end of the darkness	Adventurous. Inspiring. Sense of Discovery & Freedom.
What it Isn't	Sensationalised. Loud and shouty. Unnecessarily brash.	Vague. Generalised. Impersonal.	Limiting. Despairing. Victimhood.	Inevitable. More of the same. Rooted in assumptions.



## Your Volunteering Communications Toolkit



Potential tactics to encourage Boomer Women to volunteer



### SPECIFY TIME DEMANDS

Be specific about time demands and expectations. Limit to 1-2 hours where possible to fit into their schedules, & streamline application processes.

*Boomer Women have a lot going on and can often feel pulled in multiple directions. They also value their hard-earned free time.*



### OFFER FLEXIBILITY

Consider volunteer options that have more flex in their demands and schedules to account for changes or limitations. Online options resonate.

*Health, family, logistical challenges can crop up at short notice when others depend on them.*



### PROMOTE TRAINING

Showcase a new set of skills that are there for the learning with effective and structured training materials.

*New causes can deal with new issues and Boomer Women can fear not knowing enough to be of help.*



### LEVERAGE SOCIAL PROOF

Sharing the stats about how many other Boomer Women volunteer and how can shift perceptions about getting involved.

*Some can assume that it's 'not for them' but knowing others around you do it can counter this feeling.*



### PATHWAY TO PURPOSE

Structured volunteering pathways, including advancement and roles and responsibilities, can ignite purpose beyond the workplace.

*Boomer Women have a lot of expertise and experience to give, new opportunities can help them find their purpose.*

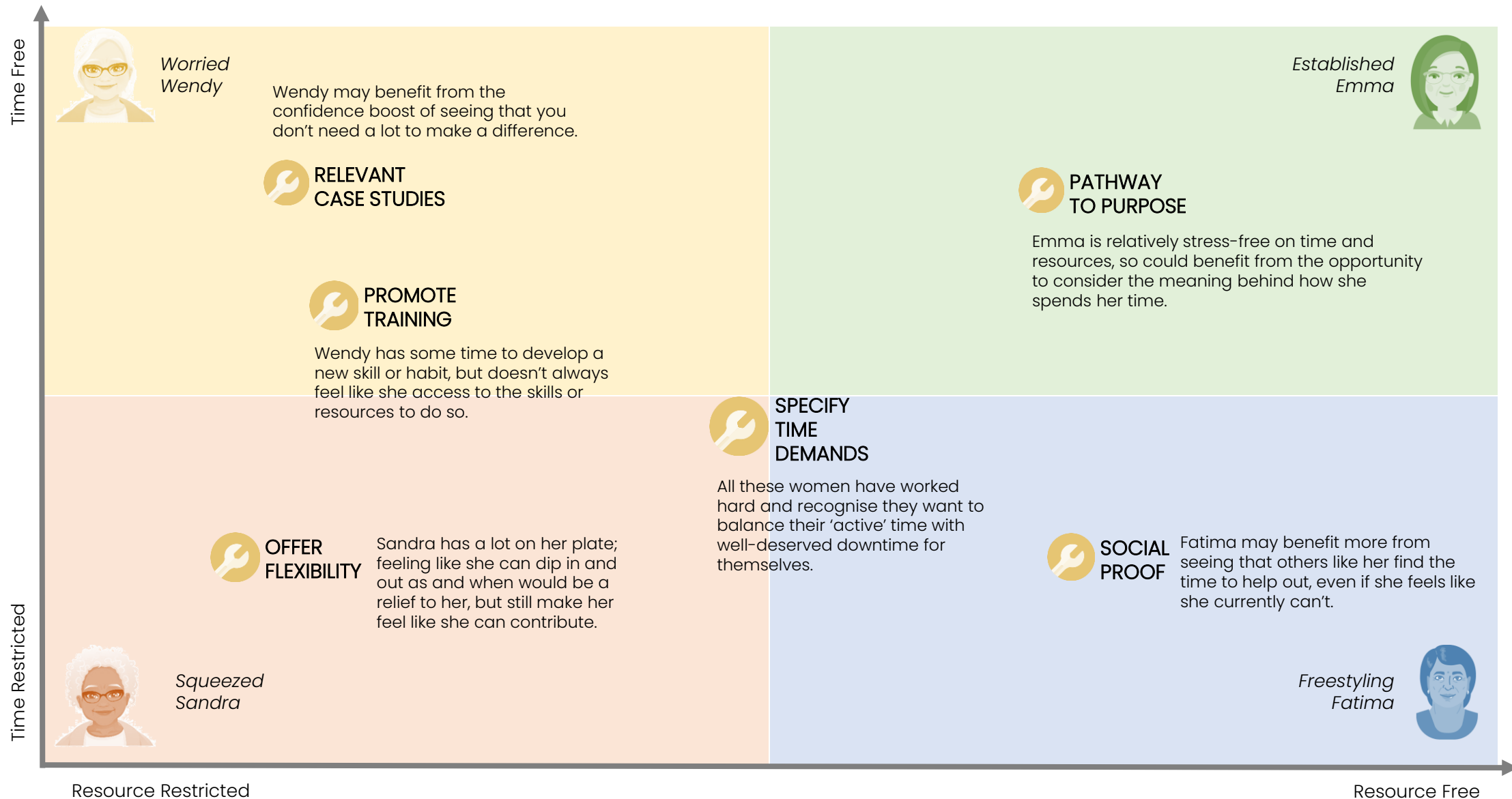


### RELEVANT CASE STUDIES

Boomer specific case studies of how women like them have made a difference are powerful tools.

*They want to feel valued, and knowing others have been recognised can build their belief in the opportunities on offer.*

# BOOMER WOMEN – BLENDING YOUR VOLUNTEERING TOOLKIT WITH BOOMER PERSONAS



These tools apply across our Boomer Women Personas.

However, depending on your brand and ambitions, you might want to think about how you might flex targeting and communications tactics to tailor more specifically to them.

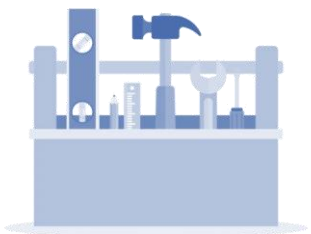
On this page, we have provided short rationale statements for how you might do this.

**What can you do next?**

Use the templates at the end of this Tool to experiment with your teams as to what might feel most accurate for your cause!

How might your brand utilise these tools with these Boomer Women audiences?

## Your Campaigning Communications Toolkit



Potential tactics to encourage Boomer Women to volunteer



### EDUCATE ON OPTIONS

Campaigning is more than confrontational protesting on the front lines, but this is a common perception and obstacle.

*Many Boomer Women aren't comfortable with protests, or able to. But are willing to help out if given the right materials to do so.*



### DIGITAL FIRST

Signing petitions, writing to MPs, and other effective online methods of protest can break down barriers to campaigning.

*Online options cater to those with mobility limitations or those wary of potentially confrontational scenarios.*



### PROMOTE TOGETHERNESS

Campaigning provides opportunities to bring like-minded women together and build a sense of community.

*Those searching for new ways to connect with those around them can be reminded of the power of together.*



### POLITICALLY NEUTRAL

Important causes need awareness, regardless of your views on the world. Dialling down the outside media rhetoric creates comfort.

*Many feel the world is too polarised already and want to seek out more neutral campaigning opportunities.*



### SAFETY ASSURED

Reframing campaigning as simply raising awareness at their own pace in non-confrontational settings is important.

*Associations with more violent times of protest, and lingering concerns over Covid for some, mean safety is a concern that needs reassuring.*

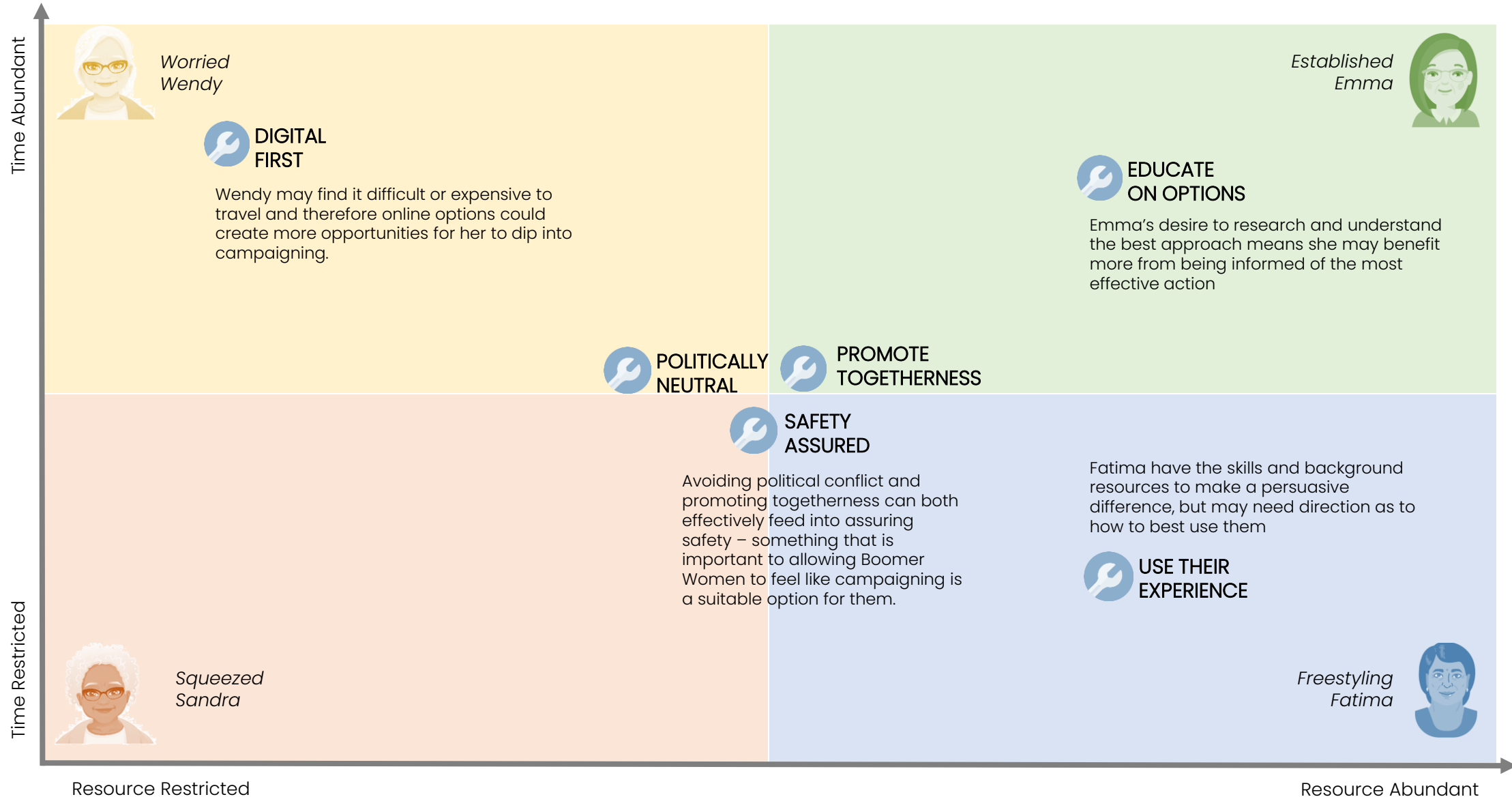


### USE THEIR EXPERIENCE

Boomer Women built new cultures and ways of working, and leaning into the ways they did this can empower them to pick up the baton once more.

*Boomer Women have a great deal of perspective to give on a number of situations and viewpoints.*

# BOOMER WOMEN – APPLYING YOUR CAMPAIGNING TOOLKIT TO BOOMER PERSONAS



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## Your Volunteering Communications Toolkit



Potential tactics to encourage Boomer Women to volunteer



### MORE THAN MONEY

Giving furniture, cars and items of value no longer needed is not something that immediately comes to mind.

*Financial donations tend to dominate the thoughts for Boomer Women, leaving scope for other options.*



### TRANSPARENCY TRUMPS

Providing clear weblinks to a cause's long-term strategy, ethics and who its aiming to benefit make it easier to convert interest into support.

*Helps to address the scepticism some Boomer Women have felt towards charity scandals in the past.*



### BENEFIT-LED

Strike the balance of good UX in asking for donations, but ensuring it's frame around the clear benefits it will provide to those most in need.

*Boomer Women tend to prefer a 'softer sell', first being assured of the benefits before donating.*



### PROMOTE HOPE

Err on the side of hopeful outcomes made possible through giving, where desperate situations are the context, not the main message.

*Overtly despairing tones or images can lead to some Boomer Women tuning out, finding it 'too much'.*



### MAKE IT EASY

Whilst largely digitally savvy, focusing on creating seamless donation processes that are all in one place help to reduce potential sticking points.

*Digital frustration can be a trigger to turn away from a website quicker than most for some women.*



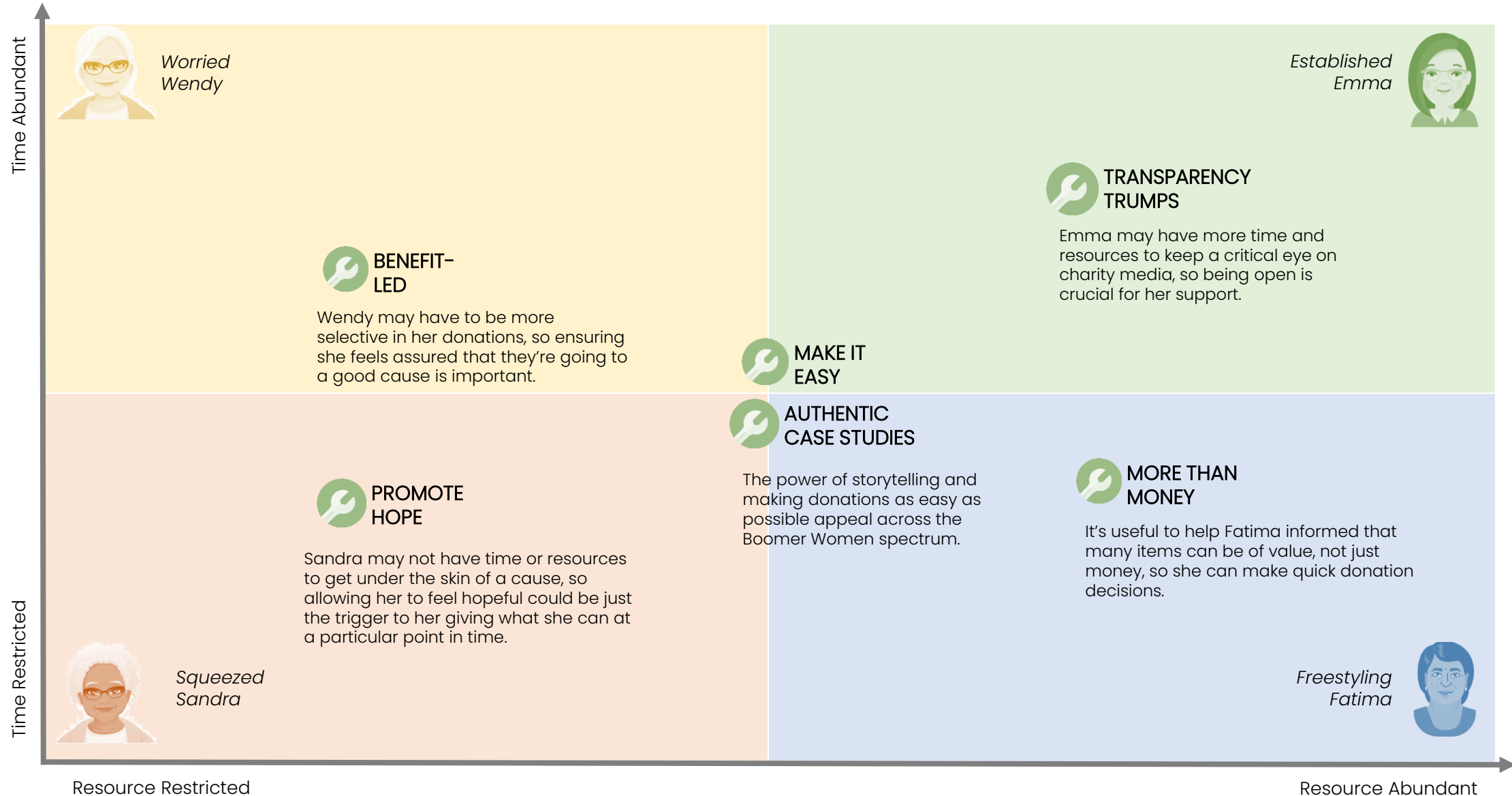
### AUTHENTIC CASE STUDIES

Opportunities to hear directly from beneficiaries with specific details to their situation are always effective, particularly where they're more local.

*Boomer Women's interest and care for their communities mean they want to hear from those at its heart.*



# BOOMER WOMEN – APPLYING YOUR REGULAR GIVING TOOLKIT TO BOOMER PERSONAS



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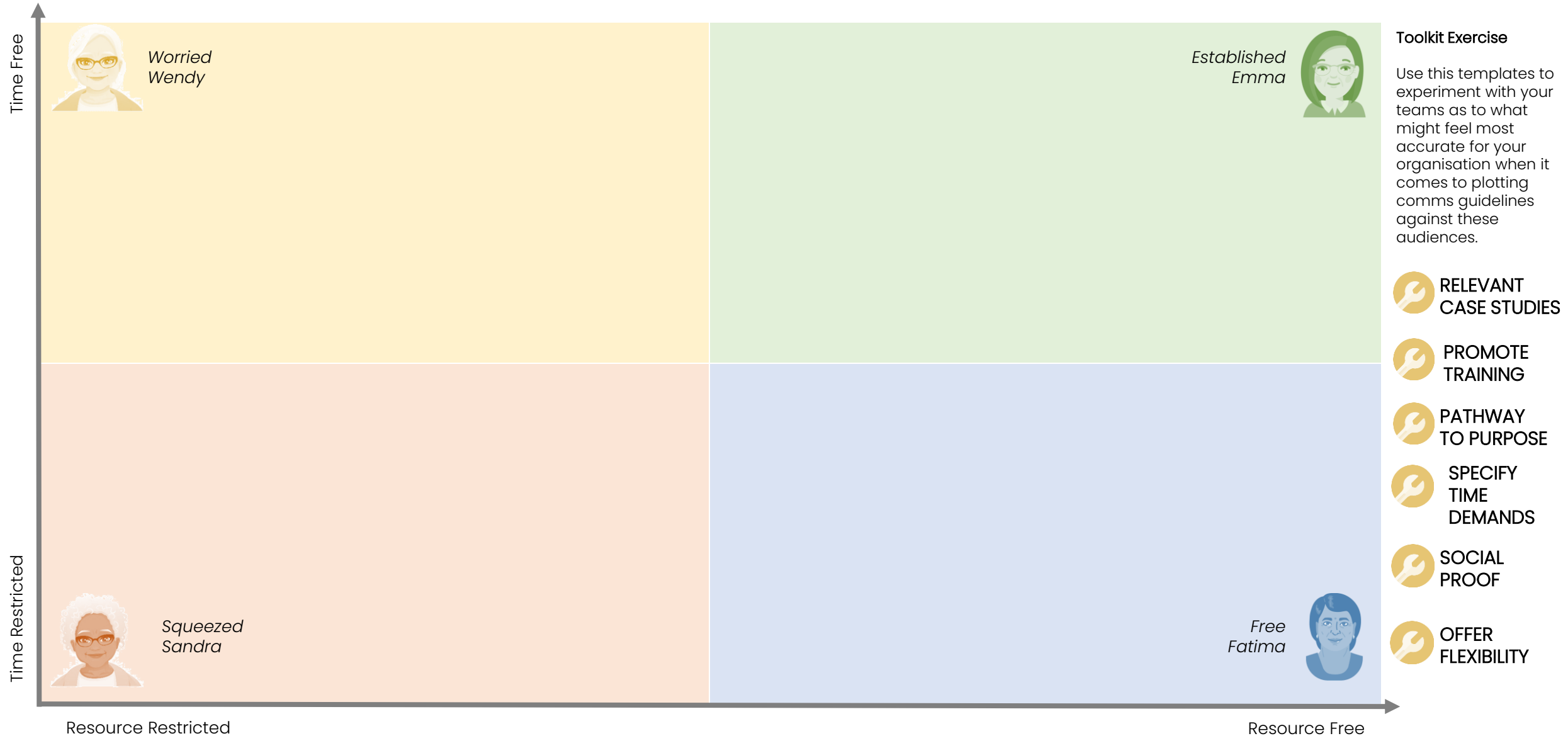
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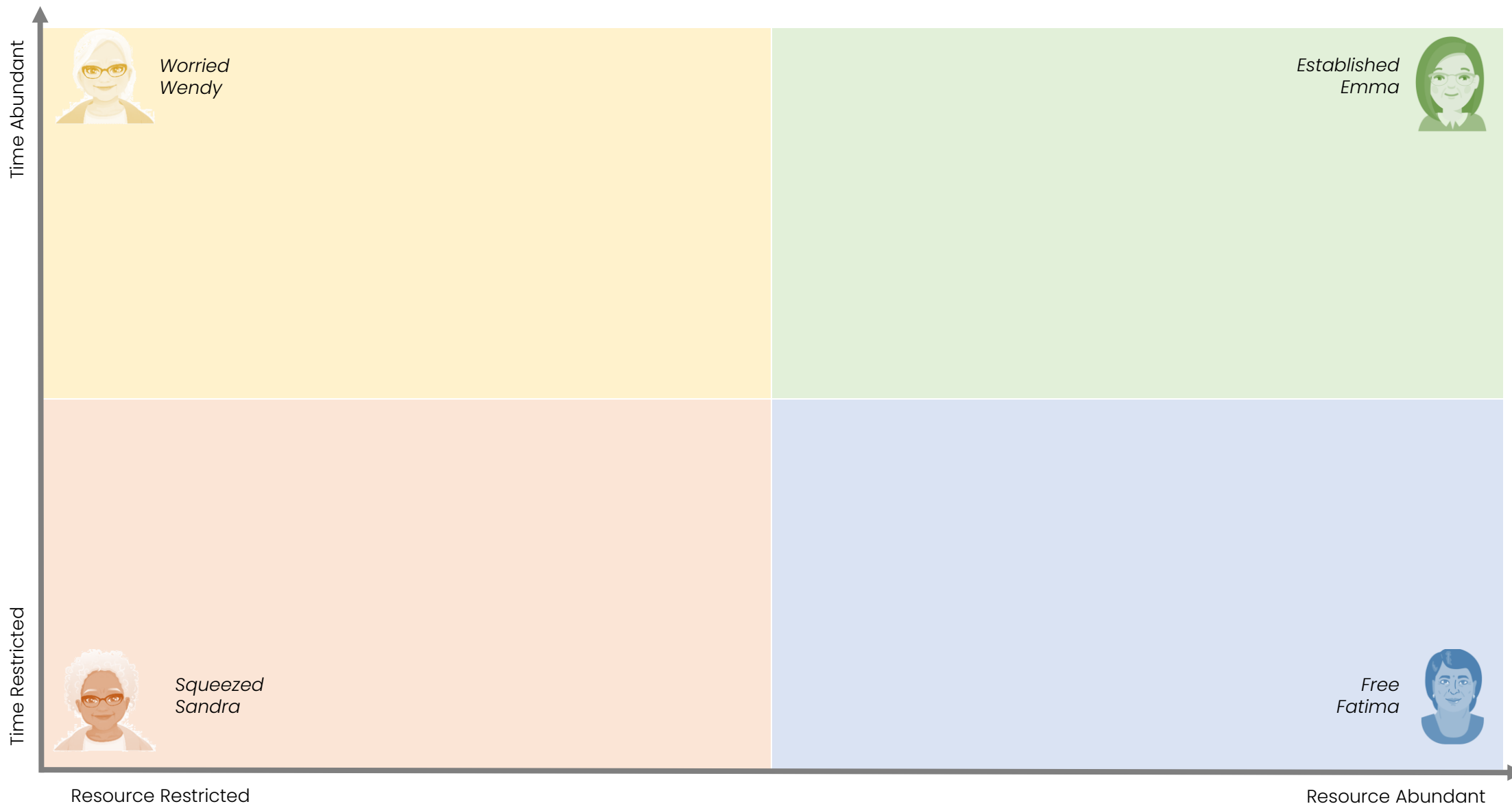
# TEMPLATES

## BOOMER WOMEN – BLENDING YOUR VOLUNTEERING TOOLKIT WITH BOOMER PERSONAS









How might your brand utilise these tools with these Boomer Women audiences?

# BOOMER WOMEN – BLENDING YOUR CAMPAIGNING TOOLKIT WITH BOOMER PERSONAS



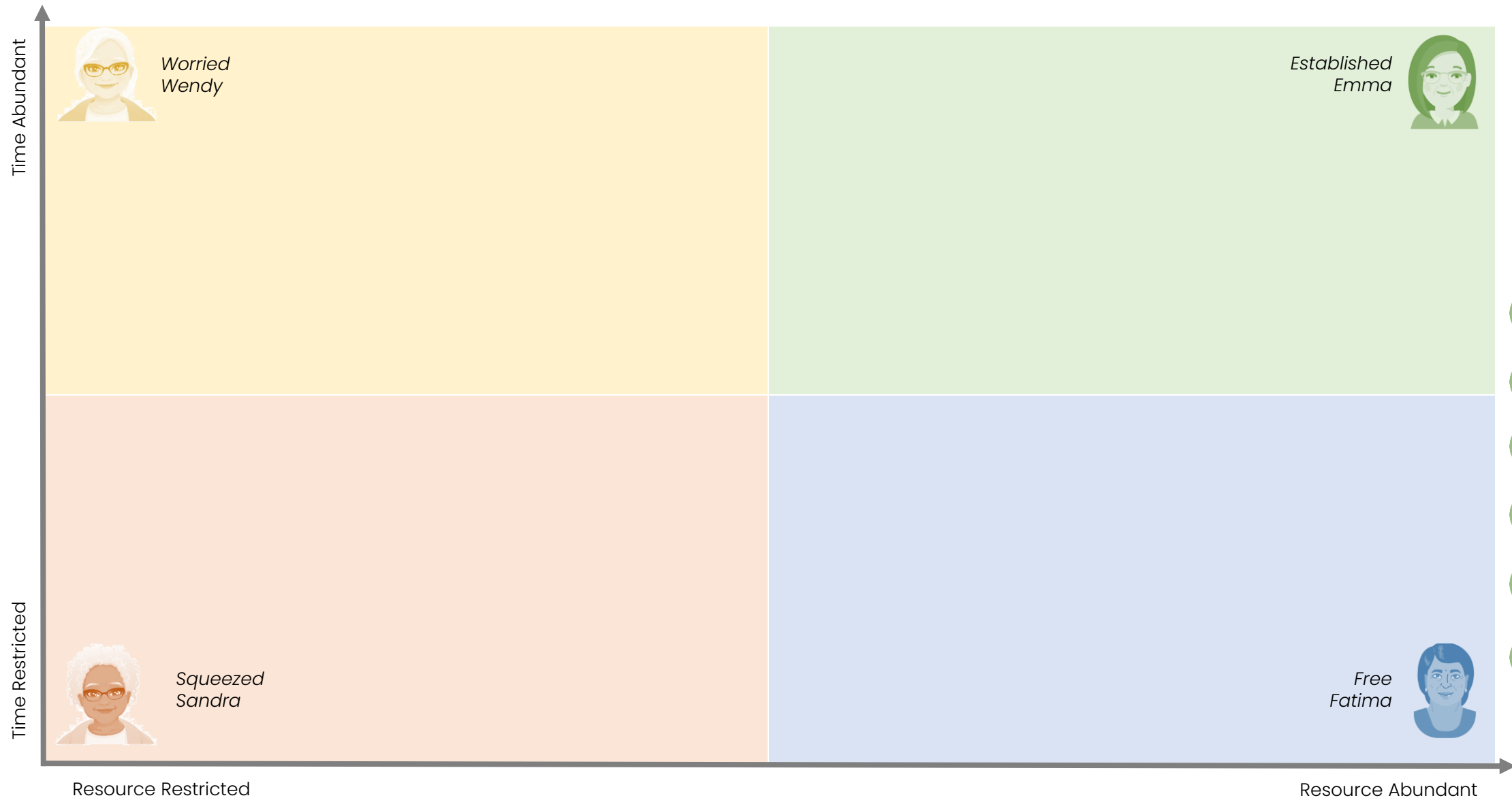
## Toolkit Exercise

Use this templates to experiment with your teams as to what might feel most accurate for your organisation when it comes to plotting comms guidelines against these audiences.

-  **EDUCATE ON OPTIONS**
-  **USE THEIR EXPERIENCE**
-  **SAFETY ASSURED**
-  **PROMOTE TOGETHERNESS**
-  **DIGITAL FIRST**
-  **SOCIAL PROOF**

How can your brand utilise these tools with these Boomer Women audiences?

## BOOMER WOMEN – BELDNING YOUR REGULAR GIVING TOOLKIT WITH BOOMER PERSONAS



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 **TRANSPARENCY TRUMPS**

 **MORE THAN MONEY**

 **MAKE IT EASY**

 **AUTHENTIC CASE STUDIES**

 **PROMOTE HOPE**

 **BENEFIT-LED**

How can your brand utilise these tools with these Boomer Women audiences?