

Gen Z Recruitment Spec for online community

Topline:

- To participate in an online community for 3 months
- Online Community starts on Monday 2nd May and lasts for 12 weeks.
- Recruitment of 120 Gen Z, defined as below
- We will require participants to undertake three tasks per week for the first 10 weeks and 4 x tasks per week for the final 2 weeks
- Participants should be willing to share images and videos and feel comfortable sharing details of their personal lives.
- Some tasks may involve one to one interviews or focus groups.
- Participants should have basic tech skills and social media experience to be able to navigate a platform.

Criteria for Recruitment of n=120:

- Mix of ages (16-25) – we will consider 3x age groups across this spread:
 - 40 are 16-18 yrs.
 - 40 are 19-21 yrs.
 - 40 are 22-25 yrs.
- Within each age groups we need an even mix of gender, sexual preferences, ethnicities, HHI/SEG and life-stages (**diversity is important!**)
- Within each age group we want a spread across the 4 Nations but with majority in England
- Within each age group we want a mix of urban and suburban
- Mix of employment status within 22-25yr old group:
 - FT, PT, student, unemployed (max of 5)
- All aware of/following current affairs and the news
- Within each age group we need an even mix of causes they're most passionate about (e.g. for each cause = at least 5 x 16-18 yrs, 5 x 19-21 yrs, 5 x 22-25yrs).
 - Emergency response and lifesaving intervention in the UK x 17
 - Overseas development & Relief x17
 - The elderly and loneliness x 17
 - Vulnerable children x 17
 - War Veterans x 17
 - Visual Impairment and disability x 17
 - Homelessness x 17
 - Other (do not recruit)
- No charity rejectors:
 - Which of these statements apply to you when thinking about charities in general?
 - I am open to supporting charities
 - Charities need public support
 - Government should support charities through taxation
 - I don't believe in supporting charities (don't recruit)
- All active on social media – to have accounts on all major platforms (Twitter, Facebook, Instagram, Snapchat, TikTok and posting at least once a month)
- Comfortable with technology – able to express themselves and articulate their views on a community/vlogging
- Participants will be asked to take part in an online community so must:
 - Have access to a good internet connection at home
 - Have a personal smartphone which could be used to take photos and videos
 - Have a personal (not work!) laptop/desktop which could be used to participate
 - Be familiar with and active on at least 1 social media platform

Week Objective	Week 1: Intro & Immersion into their world		
Week 1: w/c 2nd May	Launch on Tuesday	Launch on Tuesday	Launch on Tuesday
	Task 1	Task 2	Task 3
Topic to learn	Introduction	Exploring their worlds	Desires, frustrations, hopes & dreams
Activity type	Intro video & discussion task	Discussion	Discussion
Activity title	Welcome & Introductions!	In 3 words...	Past Present Future
Details - Activity copy	<p>Take a video to introduce yourself, make sure you tell us the following:</p> <p>a) Introduce yourself: name, age, where you're from, who you live with, last thing listened to you listened to (podcast, song, radio show etc), most recent purchase that you're excited about (e.g. clothing, app, gadget, snapchat filter, pet, make-up, FIFA skin)</p> <p>b) Treasure Island Activity: You're going to a deserted island, what 3 items will you take? One is for you, one is for everyone in the community, one is a luxury. Why have you selected these items?</p>	<p>Using 3 words the following make you feel:</p> <p>a) Dating b) Career or Jobs or School c) Socialising with friends</p> <p>Explain why you've chosen those words.</p> <p>How would these words change if you had to describe these to your parent/guardian. What would they not understand?</p>	<p>Past - If you could go back to a different time, what time would you go back to? Why?</p> <p>Present - If you could keep one thing and change one thing about now, what would they be? Why?</p> <p>Future - What do you hope for the future? How realistic does this feel?</p> <p>If you have images or videos that you want to add with your response, please do!</p>
Probes	General 'why' questions to understand their choices, motivations, drivers etc.	<p>What do you worry most about in these 3 realms?</p> <p>Overall, which of these contribute most to your personal identity?</p>	<p>Do you feel the weight of responsibility in changing things for the future?</p> <p>What do you envy about people and their lives during this generation?</p>
Output	Engaged participants; background information; starter insights on what they value in life, and their attitudes to helping others	Deeper insights about their everyday lives and how they perceive they differ from the older generation	Rich insight about values, needs, and what they feel is missing from their lives practically and emotionally (ie high level needs we might be able to fulfil)

Week Objective	Week 2: Brand, companies & media		
Week 2: w/c 9th May	Launch on Tuesday	Launch on Tuesday	Launch on Tuesday
Deadline	Wednesday EOP	Thursday EOP	Friday EOP
	Task 1	Task 2	Task 3
Topic to learn	Best and Worst of Your Generation	Authentic marketing & engagement from brands	Values and expectations from a brand
Activity type	Discussion	Discussion - public	Discussion - unbiased
Activity title	Best and Worst of Your Generation	Who advertised it best?	You're the new CEO of M&S...
Details - Activity copy	<p>Think about you and your friends / peers at school or work. What's the best and worst of your gen, when it comes to:</p> <p>a) Supporting friends and family b) Engaging with politics and society / the wider world c) Supporting or giving to social causes/charities</p> <p>Bring to life the best and worst of each of these using drawings, or videos with roleplay, collages etc. Feel free to go wild!</p>	<p>Find 3 marketing campaigns from any source (social media, news, blogs, websites, newspapers etc.) from 3 different companies or brands and share images, videos, links or screenshots from them. For example, you might share a screenshot of Nike's latest campaign on Instagram.</p> <p>a) Choose one campaign that you LOVE and made you happy. Tell us why.</p> <p>b) Choose one that made you ANGRY. Tell us why.</p> <p>c) Choose one that made you CHANGE SOMETHING in your life. Tell us what you changed and why.</p> <p>We encourage you to comment on other people's tasks! How do other people's choices make you feel?</p>	<p>You're the new CEO of Marks & Spencers and you have been tasked with changing the brand to appeal to a younger audience, like someone your age. The first thing you must do as CEO is to replace or re-write the brand values and brand vision to appeal to a younger audience.</p> <p>Current brand values - The Marks & Spencer brand is built on core values of quality, value, service, innovation and trust. Overall, the brand's 'mission' is to make aspirational quality accessible to everyone, through the depth and range of its products.</p> <p>Current brand vision - The brand's 'vision' is to provide a standard against which its competitors may be measured, from customer experience, to care for the environment and community and to the working environment for employees.</p> <p>When writing this, think about values you look for in a brand and incorporate this into your write up.</p> <p>The best post will win a £20 bonus reward!</p>
Probes	<p>What are the greatest influences on the 'best' and 'worst' of your generation? Ask specific questions to their responses.</p> <p>How can you correct the 'worst' of your generation?</p>	<p>What does authentic marketing mean to you? What are the most important factors that grab your attention?</p> <p>Are you more motivated by brands that look more inclusive?</p> <p>Are you more interested in brands that care about their climate impact? Or other social problems?</p> <p>What encourages you to spend with one brand over another?</p> <p>How loyal are you to a brand? What would make you switch brands?</p>	<p>Why did you write it in this way? What contributed?</p> <p>What does an authentic brand mean to you?</p> <p>When do you feel most connected to a brand or a company?</p> <p>What makes you loyal to a brand? Is there a difference between brands you support one-off or on an ongoing basis?</p> <p>Is it important that brands support causes that you support? How should they be supporting these causes?</p> <p>What does sustainability / sustainable fashion mean to you?</p> <p>How has this brand provided you a good/bad customer experience? What have they done differently?</p>
Output	Uncovering uncomfortable truths: permission to discuss behaviours and attitudes that they might not own up to personally in a group setting. Really rich insights around trust; responsibility; agency; motivations and barriers to engaging with different facets of the world around them.	Insights around communication, storytelling, imagery and what's important to zoomers. Exploration of the role of different kinds of marketing (e.g. engaging versus taking action). Starter insights around diversity; the social responsibility of brands; and brand loyalty. Starter communication principles.	Direct principles on how to adapt a traditional brand with an older audience to make it more relevant for zoomers.

Week Objective	Week 3: Forming Opinions & Media Influences		
Week 3: w/c 16th May	Launch on Tuesday	Launch on Tuesday	Launch on Tuesday
Deadline	Wednesday EOP	Thursday EOP	Friday EOP
	Task 1	Task 2	Task 3
Topic to learn	Mapping media consumption and sources of info throughout a day	Influential people in their lives	Education journeys
Activity type	Media map - plot a day	Discussion	Discussion
Activity title	A day in the life	Who is your superhero?	Changing your mind
Details - Activity copy	<p>Map a day in your life where you share the moments throughout your day that you are consuming media, information, or news. Make sure you map:</p> <p>a) All the moments e.g. the moment you wake up, on the train, at dinner b) The media sources e.g. TikTok, Radio, Guardian news app, Instagram, WhatsApp c) The types of media/stories e.g. Global news stories, viral memes, celebrity gossip, facts vs inspiration d) Value score - how much of an impact it makes on you out of 10?</p> <p>Add images and links to the types of things you're consuming!</p>	<p>Upload a picture of your hero? This person can be someone you know personally, or a public figure who has had a big influence on your life.</p> <p>Tell us a story about a time they have had the greatest impact on you.</p>	<p>Tell us about a time a person, a news story, or something on social media changed your mind about something important to you or something you thought you truly believed in. Remember to tell us about:</p> <p>a) Who changed your mind? b) What did they change your mind about and how? c) Did you change anything as a result?</p>
Probes	<p>Where do you look for facts vs inspiration?</p> <p>Why are these the moments that you look for specific types of content? What feeling are you looking for?</p> <p>What impact do these have on your mood, emotions or the rest of your day?</p> <p>How quickly do you react with action or further conversation? What does this usually look like? E.g. sharing, debating with friends etc.</p> <p>How important is the shareable aspect?</p> <p>How much do you care about the social kudos of sharing interesting, viral or provocative content?</p>	<p>Are they a role model?</p> <p>Has this hero/ role model changed over the years, or have they remained constant?</p> <p>What do you look for in a role model? What decisions, choices or opinions have they influenced the most in your life?</p> <p>Have you ever disagreed with this person on something you believe in? What was it about and how did you resolve it?</p> <p><i>If they have chosen personal/familial relationship</i> - How much do you see eye-to-eye with your [insert person] on issues you might care about? E.g. climate change, social justice, equal rights for minority groups...</p>	<p>How did it feel to change your mind or have your 'mind changed'?</p> <p>Did you tell anyone about this time? How/ why?</p> <p>What made you trust the source? Did you look anywhere else for corroboration?</p>
Output	Where to market to zoomers; what they expect to see and what they are looking for by channel. Insights around trust; inspiration and opinion forming. Starter principles on how to leverage online sharing.	Deep insight around opinion forming; influencing; storytelling and communication. Starter principles on engaging zoomers to take action.	More detailed principles on how to engage the audience and motivate them to take an action or make a change, based on the people or sources who naturally make them do this in their life. Insights on trust and sources of information.

Week Objective	Week 4: Changing the World		
Week 3: w/c 23rd May	Launch on Tuesday	Launch on Tuesday	Launch on Tuesday
Deadline	Wednesday EOP	Thursday EOP	Friday EOP
	Task 1	Task 2	Task 3
Topic to learn	Society & the External World	Taking action	How you engage with charities?
Activity type	Group discussion	Ideas Board	Discussion
Activity title	Changing the world	Instagram Influencer	Supporting a charity
Details - Activity copy	<p>If you could solve one world social problem (e.g. food poverty, climate change, social injustice, mental health, homelessness), what would you solve and why? How? You can record this as a video if you would like to explain this to us.</p> <p>The responses to this activity are open and you will be able to see other people's responses. Please comment on other participants' responses - discuss and debate! Share what might encourage you to take action and with what type of action.</p> <p>Please comment on at least 2 others' responses.</p>	<p>IMAGINE...</p> <p>You have a successful and influential Instagram account with over 10,000 followers who are between the ages of 18-25.</p> <p>You are frustrated by a recent story in the news about a social problem in the UK and you want to take action.</p> <p>You are going to post on Instagram explaining why this is a problem and encourage your followers to take an action you have selected, such as Donate, Campaign or Volunteer to help. What will your post be?</p> <p>THE TASK:</p> <p>a) Select a recent story in the news (e.g. Angela Raynor's experience of misogyny and sexism in politics)</p> <p>b) Put together a mock up of an Instagram post with an image/video and a caption</p> <p>c) Remember to tell your supporters what they can do to take action or support - what will you choose?</p> <p>Vote and comment on your favourite posts from other participants - each of you has 5 votes!</p> <p>The best post will win a £30 bonus reward and the runner-up will win a £20 bonus!</p>	<p>What would encourage you or stop you from doing the following:</p> <p>a) Volunteering for a charity b) Campaigning for a charity c) Donating money to a charity</p> <p>Give 2-3 reasons for each option.</p>

<p>Probes</p>	<p>What would encourage you to take action? When and how would you, or people like you, take action? What do you think you can do to solve this problem?</p> <p>Who is responsible for solving this? (E.g. government, charities, businesses) Why? What do you expect them to do?</p> <p>Do you think there are any businesses or charities who are doing this well? Can you share an image or link of this?</p>	<p>Where did you read about this story?</p> <p>Why did you select this story?</p> <p>Why did you encourage your supporters to take action in this way?</p> <p>What encourages you to do something?</p> <p>Is there anything you'd expect in return?</p>	<p>Do you trust some over others? Why?</p> <p>What are the barriers and drivers to engage with charity?</p> <p>Do you think one is more impactful than the other?</p> <p>What factors contribute to your decision? E.g. affordability vs perceived impact</p> <p>Is there some other way to support a charity that we haven't talked about here? (e.g. donating time or items in some different way?)</p>
<p>Output</p>	<p>Where zoomers view the role of charity in the world today, versus government and business.</p> <p>Principles on storytelling and how to communicate around causes; as well as motivating zoomers to take different types of action. Starter insights around different types of action they view as most appropriate to different types of causes.</p> <p>(NB they have been recruited against their passion for certain causes already as part of the Cause Collective methodology.)</p>	<p>Verifying detail on news sources, to be compared and contrasted with earlier self-reporting on media consumption.</p> <p>Detailed feedback on motivations to take action, and type of action appropriate to ask for.</p> <p>Inspiration for communication, storytelling and language principles.</p>	<p>Detailed breakdown on drivers and barriers to supporting charity in different ways.</p>

Week Objective	Week 5: Role of charities		
Week 3: w/c 30th May	Launch on Tuesday	Launch on Tuesday	Launch on Tuesday
Deadline	Wednesday EOP	Thursday EOP	Friday EOP
	Task 1	Task 2	Task 3
Topic to learn	Charity trust		
Activity type	Discussion	Media map	Media map
Activity title	Favourite charity campaign	Lifelong customer experience	Build your own charity

<p>Details - Activity copy</p>	<p>Share an image of your favourite charity campaign. - Why have you selected this? - How could you make this campaign even better? - How would you have liked to get involved in this campaign?</p> <p>A campaign is used by charities and nonprofits to raise money through donations or raise awareness for a charity's mission and goals.</p> <p>Below are a images of a few example charity campaigns:</p> <p>https://www.google.com/search?q=know+your+lemons&rlz=1C5CHFA_enGB831GB831&source=Inms&tbm=isch&sa=X&ved=2ahUKEwj6xJKEqYn4AhVTe8AKHQ0zA_wQ_AUoAXoECAEQAw&biw=1212&bih=618&dpr=2#imgsrc=lmEjNYKnKIEcoM</p> <p>https://www.google.com/search?q=movember&rlz=1C5CHFA_enGB831GB831&source=Inms&tbm=isch&sa=X&ved=2ahUKEwiEy-DsqIn4AhVGUMAKHZ2jA0gQ_AUoAXoECAIQAw#imgsrc=aDYr0GWncthVmM</p> <p>https://www.google.com/search?q=likes+don%27t+save+lives&rlz=1C5CHFA_enGB831GB831&source=Inms&tbm=isch&sa=X&ved=2ahUKEwjfuOHjqYn4AhXGh1wKHdODDBAQ_AUoAXoECAEQAw&biw=1212&bih=618&dpr=2#imgsrc=jjxYmms35lFVQM</p> <p>https://www.google.com/search?q=greenpeace+campaign&rlz=1C5CHFA_enGB831GB831&source=Inms&tbm=isch&sa=X&ved=2ahUKEwizj-H1rIn4AhW0gVwKHfnkCXsQ_AUoAnoECAEQBA&biw=1212&bih=618&dpr=2#imgsrc=ONuEnDe2gwUJ9M</p> <p>https://www.google.com/search?q=extinction+rebellion+campaign&tbm=isch&ved=2ahUKEwjz2tGorYn4AhXHxvEDHZ2VAusQ2-cCegQIABAA&oq=extinction+rebellion+campaign&gs_lcp=CgNpbWcQAzIFCAAQgAQ6BwgAELEDEEM6BAgAEEM6BAgAEbHQ_ARYowtgkQxoAHAAeACAAVmlAYUfkgECMTCYAQCgAQGgAQQtnd3Mtd2l6LWltZ8ABAQ&sclient=img&ei=StaVYvONJ8e9xc8PnauK2A4&bih=618&biw=1212&rlz=1C5CHFA_enGB831GB831#imgsrc=gTB4_BA-TmWmlM</p>	<p>Today's task is all about understanding what creates habits of supporting a charity over a long period of time and what builds loyalty. You will have to interview someone you know, reflect on their answers and then share how your answers would be different to theirs.</p> <p>Here's your step-by-step task:</p> <ol style="list-style-type: none"> Interview a friend, relative or anyone you know who has created a habit of supporting a single charity over a long period of time. Ask them the following questions: a) Which charity have you supported and for how long? Why? b) How have you supported? (E.g. monetary donations, volunteering, campaigning, fundraising) c) How has the charity built loyalty with you over time (e.g. sending advice, products, services, volunteering or fundraising opportunities)? d) How have they stayed in touch? (E.g. emails, post, social media, letters) e) What moments of your life have charities engaged you that have stuck with you? (E.g. grieving a loss, having a child, your first job) Reflect on their responses. Now think about what this charity would have to change if they were trying to get your long term support instead of the person you interviewed. How would the answers change if they were about building loyalty with YOU. Answer the questions (a-e) and show the change in response from the person you interviewed to your response. 	<p>You are the Founder of a new charity that is all about targeting people your age. You have been tasked with writing a press release to encourage young people to support.</p> <ul style="list-style-type: none"> - Tell us the name of the charity - Describe the charity's mission - Describe how your charity is different <p>- What do charities today need to do differently to target young people's support, like you?</p> <p>- Why have you chosen this method of support to ask for?</p> <p>- Why is this similar/ different to what you talked about in regards to previous tasks (e.g. You're the CEO.../ Adverts you love)?</p> <p>Create a vision board with lots of images to present your vision for the charity and answer the questions above. (At least 5 images).</p>
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Probes	<p>How could you make this campaign even better?</p> <p>How would you have liked to get involved in this campaign?</p> <p>Would you still be interested in this campaign if it came from a different charity? (Older/ younger/ bigger/ smaller?)</p>	<p>Why have you selected those moments?</p> <p>When are the most important moments to engage someone? What are they feeling?</p> <p>What is the most important thing charities can offer at these key moments?</p>	<p>What are the most important factors when choosing the vision for your charity?</p> <p>Why have you designed it in this way?</p> <p>Are there any charities that you know of or support that exist that are closest to your vision?</p> <p>What do charities today need to do differently to target young people's support, like you?</p> <p>Why have you chosen this method of support to ask for?</p> <p>Why is this similar/ different to what you talked about in regards to previous tasks like (M&S/ adverts that made you happy/ etc/etc..)</p>
Output	<p>Detailed insights on the most motivating and engaging way to communicate with this audience - what to ask for, why, and how to ask it. Insights on whether they trust some charities over others according to size, age, etc.</p>	<p>Rich insights around long term value and how to build a long term relationship with this audience; giving money versus giving time; offering products and services at different life stages.</p>	<p>Deep insight on the role of charity. Starter principles for a charity to engage with zoomers around mission, values, language, branding. Insights on giving time versus money. Direct comparison with views on the commercial sector, to feed into recommendations and principles.</p>

	Chapter 2, Week 1: The Cause		
Week Objective	Understand about their perceptions, attitudes and motivations around the cause as a whole. Explore which parts of the cause resonates more or less, to understand what charities should be leading with when engaging this audience, and if this changes between types of engagement i.e. should orgs lead with different parts of their cause when fundraising vs recruiting volunteers. Understand more about drivers and barriers for engagement, and the moment of taking action. Explore how this cause can be made most relevant to them, or whether this can be only done through personal or lived experience.		
	Task 1	Task 2	Task 3
Learning Objective	Why and how they support this cause	How have they supported?	Surface and rank key areas of focus within a cause collective
Activity type	Video task	Discussion	Ideas board
Activity title	Getting specific about a cause	How do you prefer to support?	What really matters for this cause?
Details	<p>Moderators to share a video resetting the community: <i>Hello and welcome to the 2nd phase of the My World Community. We wanted to say a huge thank you for taking part and for your brilliant responses. From now, things are going to be a little different. You will have noticed that we were in a large community of over 100 people, but we are now breaking into smaller groups for the next few weeks of less than 20 people. All the people in this group are together because you all told us that you are passionate about a specific cause, which we've outlined in the text below. So, from now on we will be focusing all of our questions and activities on this one specific cause. Since we are now in smaller groups we want to encourage you to get to know the other members of this group, comment on their posts, and ask them questions about what they've shared. Your interactions are what's really helpful for us so where you can, keep checking back in and reading through people's posts. You might find some people think just like you, or that some people have different opinions and inspire you to think in different ways! Your first task of the week is to share a video of yourself telling us the following...</i></p> <p>You are part of this specific group because you have all previously indicated that you are passionate about or are open to supporting [insert cause].</p> <p>Imagine you are being interviewed as an ambassador for this cause in your school or place of work. In a video, tell us the following:</p> <ul style="list-style-type: none"> - What are the problems that organisations (e.g. charities) are trying to fix within this cause area - [insert cause]? - What organisations come to mind when you think of this cause area - [insert cause]? - Why do you support this or feel passionate about solving this problem? <p>Once you've made your post, please make sure you check back in after a day or so, watch other people's videos and ask them a question by commenting on their post - and of course reply to any questions you may have received!</p>		
	<p>Today we want to get more specific about what you might have done in the past to support this particular cause - [insert cause]. Please share the following with us:</p> <ul style="list-style-type: none"> - All the ways in which you have supported this cause or taken action in the past? E.g. donated, volunteered, signed a petition, attended a protest, fundraised, campaigning. Please be as specific as possible, mentioning any particular charities or organisations or other examples, and which exact actions you took. - You must share an image of what you did, hopefully it might be a picture you took, or else feel free to post a screengrab showing exactly where you carried out this action. - Tell us what motivated you to take action in this way. <p>OR</p> <p>If you haven't supported yet...</p> <ul style="list-style-type: none"> - Share an image of the types of action you would take in the future - again, feel free to post a screengrab from a website or social media, or anywhere else that might be relevant - Explain why you haven't taken action yet 		
	<p>We now want you to come to a group decision on what areas of the cause - [insert cause] - are most important, that you care about most strongly, and that you feel should receive the greatest focus.</p> <p>Using the Ideas Board:</p> <ul style="list-style-type: none"> - Upload 3 sub-areas or topics within this cause which you think are most important - each one should have an image and you should explain why you've chosen that one. - Check back in and vote on at least 3 other sub-topics that resonate most with you - you can also vote for your own if you feel strongly that those are the most relevant. <p><i>Example: If this cause area was about Animal Welfare, the 3 sub-areas or topics I support most and would want the most support to go to are:</i></p> <ol style="list-style-type: none"> <i>1. investigating animal cruelty</i> <i>2. rehoming pets</i> <i>3. veterinary research into animal healthcare.</i> <p><i>Remember to start a new ideas board for each one and explain why you have selected that one. Then, vote on other people's areas so we can understand which areas you all care most or least about.</i></p>		

Probes	<ul style="list-style-type: none"> - How have organisations been more or less successful with their efforts in the past? - How your passion for this cause compare to others you might be aware of? - Would you support because of personal or lived experience? 	<ul style="list-style-type: none"> - What factors do you think would make you more likely to offer regular, on-going support to this cause, as opposed to irregular donations or time or money? - What do you think is the most influential action an organisation could do to guarantee your support for this cause? - What could organisations be doing more of to encourage you, or people like you, to offer more support? - For those who are not supporting charities in this space, why not? What is appropriate support? 	<ul style="list-style-type: none"> - How has someone else's ideas changed your mind about you feel is most important to this cause? - Are your ideas equally important, or does one feel more important than the others?
Output	An understanding of the key motivations to support and how people have engaged in the past.	Understanding of drivers and barriers to support.	Understanding of relative importance of sub-areas and topics within a cause

	Chapter 2, Week 2: The Cause		
Week Objective w/c 13th June	Exploring which stakeholders, organisations, people and brands are most visible in this cause area, and doing the most valuable work. We will explore their expectations from different players i.e. government, public bodies, other organisations, before diving into what role they expect charities to play and who they perceive as doing the most important work in this space. We will also explore the charities they would support and how in the 3 realms of work: volunteering, campaigning and donating.		
	Task 1	Task 2	Task 3
Learning Objective	Who's responsible?	The role of charities	Mapping charity support across fundraising, campaigning, volunteering & donating.
Activity type	Discussion	Unbiased activity - Discussion	Media map
Activity title	Who is solving this problem?	Role of charities	How you will support these charities
Details	<p>Reflect on some of the sub-topics you selected from Task 3 last week. Think about this cause-area and all the problems within it that you care about solving.</p> <ul style="list-style-type: none"> - Who do you think is responsible for solving these problems? - Who is doing the best work in this space? What are they doing? - Why do you think they are having the most impact? - Who could be doing more? 	<p>Now we want you to think just about charities in this cause-area. <i>For example, if this cause collective was all about pets, you might think about RSPCA, Dogs Trust, Battersea Dogs and Cats Home, or Cats Protection.</i></p> <ul style="list-style-type: none"> - What 3-4 charities are doing a good job? - Why did you select these charities? - What impact do they have? - Are they meeting your expectations? Why? <p><i>*Please note - we want you to do this without doing research. It should be about charities that you know and come to mind naturally.</i></p>	<p>Think about the charities you selected in Task 2. Use our 4x4 grid to map which of your chosen charities you would support in each of our 4 categories: Volunteering, Campaigning, Fundraising, Donating Money. You can include one charity in multiple sections of the grid.</p> <p><i>If we continue with the same example from the previous task, you might choose to volunteer and donate to Battersea, but you might only fundraise for RSPCA.</i></p> <p>Explain why you have mapped charities in the grid in this way i.e. why is a charity mapped in the volunteering section and not in donating money.</p>
Output	Understanding the ecosystem in this cause-area, who they expect to be making change and who they think is making the most impact.	Exploring the role of charity within this space and who are the most prominent charities in this space from their perspective.	Exploring the differences in how they perceive charities in this space and the asks certain charities can make of them.

	Chapter 2, Week 3: Brand comparison		
Week Objective w/c 21st June	Exploring how participating charities compare to a specific competitor and what resonates, or inspires action. We also ask Zoomers to re-imagine these charities and show us how they would engage and motivate Zoomers to support.		
	Task 1	Task 2	Task 3
Learning Objective	Comparing participating charities	Comparing to a competitor charity	Re-creating websites for young people
Activity type	Discussion	Discussion	Discussion Task
Activity title	Researching charities	Researching charities - part 2	Re-designing charities for you
Details	<p>We want you to look at the following charities' websites within this cause: [share the client's websites from this cause collective].</p> <p>1. From each charity website find and screenshot the following: - Something that inspired you. - Something that motivated you to take action. - Something that did NOT resonate or motivate you to support.</p> <p>Explain each choice.</p> <p>2. Was there anything you expected to see, that you didn't?</p>	<p>Now we want you to look at the following charity's website: War Vets: Help for Heroes Visual Impairment: RNIB Children: NSPCC Homelessness: Shelter Ageing: Alzheimers Soc Emergency Response: London Air Ambulance Overseas Development: Unicef</p> <p>1. From the charity website find and screenshot the following: - Something that inspired you. - Something that motivated you to take action. - Something that did NOT resonate or motivate you to support.</p> <p>Explain each choice.</p> <p>2. Was there anything you expected to see, that you didn't?</p> <p>3. How did this compare to the website(s) you looked at in the previous task? - Is there anything that would make you more likely to take action? - Is there anything that would make you less likely to take action?</p>	<p>Select 1 of the charity websites we've asked you to review this week from Task 1. Go to the homepage and have another read.</p> <p>Imagine you had to re-create the website homepage so it was targeting people your age. Re-create the new version of the homepage, and upload an image of this.</p> <p>Think about what would increase awareness, capture support and drive action amongst people your age.</p> <p>Explain why you've re-created the homepage in this way.</p> <p>Feel free to draw this by hand or on the computer and upload an image.</p>
Output	Understands what it is about the participating charities that resonates most and inspires action, and collective concrete evidence of what on current websites should be elevated when engaging Zoomers.	Understanding how to compete for support with a key competitor.	Identifying your 'niche' or most appealing type of engagement, compared to key competitors.

	Chapter 2, Week 4: Four Categories		
Week Objective w/c 28th June	Reveal clients! Begin looking at Zoomer's perspectives on different types of support for charities.		
	Task 1	Task 2	Task 3
Learning Objective	Watch the intro videos - what do you think, based on what you know now what's the one piece of golden advice you would give to encourage people your age to take action for this charity	Visual stim for Financial Support - evaluate in 3 categories what each charity is doing. Drop in positive / negative pins.	Visual stim for Volunteering - evaluate in 3 categories what each charity is doing. Drop in positive / negative pins.
Activity type	Video task	Concept Evaluation	Concept Evaluation
Activity title	The Big Reveal!	Evaluation Station: Financial Support	Evaluation Station: Volunteering
Details	<p>The time has come for us to reveal which organisations are behind the My World online community. No fewer than NINE charities have in fact come together to sponsor this whole project, and find out more about young people like you. Each of the smaller groups you've been in for the past few weeks has one or two charities behind it. Watch the video(s) below to see who 'your' charity or charities are...!</p> <p>What do you think of this news? What would you like to say to them? We'd love you to record a short video message back. Make sure to include:</p> <ul style="list-style-type: none"> - your reaction to this news of who is behind all the work you've been doing. Are you surprised? Indifferent? Is it good or bad? Why? - if you had one piece of advice for this charity/ these charities to engage young people, what would it be? 	<p>We'd love to know more about what you think about what [insert charity] are currently doing - the good, the bad, and the ugly!</p> <p>We've taken some screengrabs showing what they are currently doing in terms of asking for financial support, below.</p> <p>Have a look through each of them, and use the green and red pins to tell us what's good and what's bad about each of them, in your eyes. Then use the comments section to tell us:</p> <ul style="list-style-type: none"> a) the reasons behind your answers b) what you would improve, and how 	<p>Welcome back to the Evaluation Station! Next up under the microscope is volunteering. We'd love to know more about what you think about what [insert charity] are currently doing - the good, the bad, and the ugly!</p> <p>We've taken some more screengrabs showing what they are currently doing in terms of volunteering, below.</p> <p>Again, have a look through each of them, and use the green and red pins to tell us what's good and bad about each of them, in your eyes. Then use the comments section to tell us:</p> <ul style="list-style-type: none"> a) the reasons behind your answers b) what you would improve, and how

	Chapter 2, Week 5: Inventing the Future		
Week Objective w/c 4th July	Explore how Zoomers see their relationship with charities changing (or not) throughout different stages of their lives. Finish looking at Gen Z's perspective on different types of support.		
	Task 1	Task 2	Task 3
Learning Objective	Visual stim for Campaigning - evaluate in 3 categories what each charity is	is it about converting people from campaigning to donating, for exam	Ideal relationship
Activity type	Concept Evaluation	Group Debate	Discussion
Activity title	Evaluation Station - Campaigning	Types of support	Charity throughout your life
Details	<p>For our final Evaluation Station we're exploring campaigning. We'd love to know more about what you think about what [insert charity] are currently doing in this space - positive and negative.</p> <p>We've taken some more screengrabs showing what they are currently doing in terms of campaigning, below.</p> <p>Again, have a look through each of them, and use the green and red pins to tell us what's good and bad about each of them, for you. Then, for the last time, use the comments section to tell us:</p> <p>a) the reasons behind your answers b) what you would improve, and how</p>	<p>As we now know (very well!) there are many different ways of supporting a charity. But what determines what type of support you want to give? We want you to consider the three statements below and choose the one that you think is true, and convince the rest of the people in the group as to why you're right.</p> <p><i>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 lifestage thing."</i></p> <p><i>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 jsut wants to give money as that's easiest. It's a personality thing."</i></p> <p><i>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."</i></p> <p>On each statement you should say whether you AGREE OR DISAGREE and explain. Be ready to debate with other participants. Your task is only complete once you've given your answer and why, as well as commented on at least 3 other people's posts.</p>	<p>What does your ideal relationship with a charity look like at different times of the year, and different times in your life?</p> <p>Thinking of the four different categories - fundraising, donating money, volunteering and campaigning - bring to life for us what the ideal scenario is for you throughout your life.</p> <p>What are the moments when you are going to consider doing each of the things above? Paint us a picture of what that looks and feels like. What else is going on in your life? Why is now the best time? What's in it for you right now? If you can, dream into the future, as well as right now.</p>