

Gen Z Communications Cheat Sheet

Gen Z Guiding Communications Principles

**4 Ways to Use
Tone of Voice**

**When & How to
Use Facts &
Figures**

**When & How to
Show Impact**

**When & How to
use Calls to
Action (CTAs)**

Gen Z Communications Cheat Sheet

Gen Z Guiding Communications Principles

4 Ways to Use
Tone of Voice

When & How to
Use Facts &
Figures

When & How to
Show Impact

When & How to
use Calls to
Action (CTAs)

THE POWER OF BRAND

*What it means for
Gen Z*

Brand building works for charities just like any other form of marketing. Movember has created memorability and impact through owning an icon: the moustache. The Poppy Appeal has driven action by using the poppy as a simple trigger for 'easy donations'.

*Why it matters to
Gen Z*

Gen Z might expect more social consciousness from the brands they support, **but they are still drawn to ease of recognition that a strong brand offers.** Consistent visual cues are useful reminders to convert action from infrequent supporters more regularly.

From

Infrequent
Occasional
Superhero



To

More regular
Occasional
Superhero

**Strong brands can increase action from
occasional supporters**

The willing is often there, but consistent visual cues can be key to converting an intention into an action at the right time.

*How it can influence
Gen Z Mindsets*

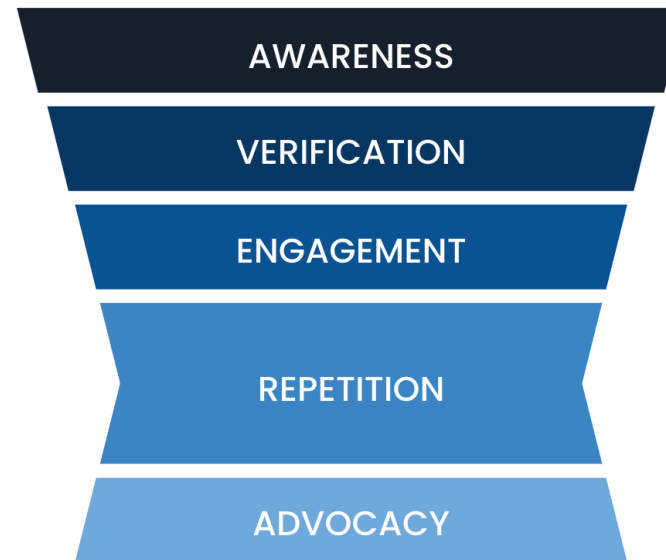
STRATEGIC MEDIA SELECTION

What it means for Gen Z

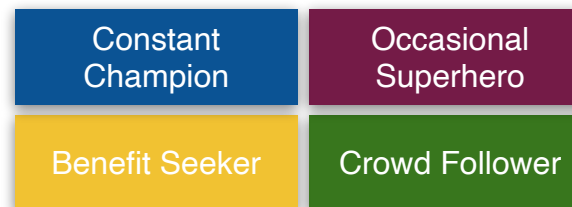
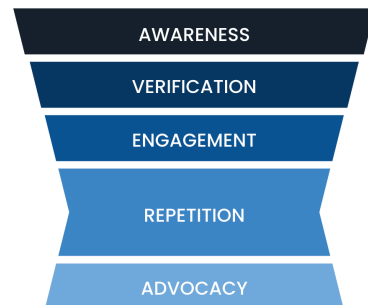
Not all media is created equal. **Each platform is perceived in its own way**, creating different impacts on Gen Z

Why it matters to Gen Z

Linking **specific messages to particular media** means you're reaching Gen Z where they're most receptive to a desired action.



How it can influence Gen Z Mindsets



Tactically align media to the Gen Z Engagement Framework

Creating longer-term support means being present across all stages of the comms journey, with the right messages in the right place.

CONSIDERED PARTNERSHIPS

*What it means for
Gen Z*

Whether it be with **influencers, credible 3rd party media sources or authentic brands**, creating partnerships with media assets that are relevant to Gen Z is an effective approach to gaining awareness and traction.

*Why it matters to
Gen Z*

Gen Z are selective but loyal to the media personalities they follow across digital media. They trust them to bring issues to light when they matter and, while they will still verify information on their own, partnerships are effective awareness building tools.

From

To

Benefit Seeker

Crowd Follower



Increased
awareness
Benefit Seeker

Increased
awareness
Crowd Follower

Gen Z relevant content partnerships are effective at driving awareness

It's not always about influencers with the biggest audiences, it's about those that Gen Z regard as trusted and relevant to a particular cause.

*How it can influence
Gen Z Mindsets*

EMPOWERMENT DRIVES SUPPORT

*What it means for
Gen Z*

It means being **specific and directive in terms of how best they can create the biggest impact behind a cause**. It's not always clear to them whether campaigning, volunteering, donating or fundraising is the best approach, so they are looking for guidance that lets them take ownership.

*Why it matters to
Gen Z*

The Gen Z audience are very aware of the fact that they see themselves as the future and having an important role in crafting the future they want. **Making them feel empowered to create the change they want is key to engagement** - never patronise.

From

To

Constant
Champion

Increased support
Constant Champion

Occasional
Superhero

Increased support
Occasional
Superhero



Increased support needs empowerment, which requires specific guidance.
Once awareness is created, specifics help to increase conversion into tangible actions of support.

*How it can influence
Gen Z Mindsets*

Gen Z Communications Cheat Sheet

Gen Z Guiding Communications
Principles

**4 Ways to Use
Tone of Voice**

When & How to
Use Facts &
Figures

When & How to
Show Impact

When & How to
use Calls to
Action (CTAs)

EMOTIONALLY ENGAGING

*What it means for
Gen Z*

It means **honest, real-life stories that shine a light on real-life impacts** and talking about **lived experiences and personal connections**. It doesn't mean over-produced acts of theatre. But building a story around a genuine emotional hook is a powerful tool for engaging Gen Z with a cause.

*Why it matters to
Gen Z*

Social media has changed the way Gen Z are exposed to emotionally led stories. They're often encountering them through first-person narratives hastily shot on a smartphone with little to no production. **It's the hook that truly matters, not the production values that set them up.**

*How it can
influence Gen Z
Mindsets*

From

To

Crowd Follower

Benefit Seeker



Occasional
Superhero

**Focus on finding the relatable
emotional hook not the production**
This can be the key to converting those with a fleeting interest in your cause, into a more regular and passionate supporter

AUTHENTIC VOICES

*What it means for
Gen Z*

Influencers with a track record of credible actions behind a cause can have a disproportionate impact on galvanising support. This means a history of **consistently championing** it with first-hand experiences of opinions, not simply slapping their personal brand onto a societal theme.

*Why it matters to
Gen Z*

Gen Z pride themselves on being savvy enough to know when someone is jumping on a bandwagon, but if a cause is raised by someone they trust, or who proves to be trustworthy, they're ready to climb on board with gusto.

*How it can
influence Gen Z
Mindsets*

From

Occasional
Superhero

Crowd Follower



To

Constant
Champion

**Influencers have to earn the right to
champion a cause**

While big-name celebrities can be effective at pushing awareness, converting into support requires authenticity.

EXPERT-BACKED

*What it means for
Gen Z*

Having a set of **verified, credible sources to support the claims being made around a cause.**
This means it's being covered by traditional media, on a mass scale, with facts that stand up to scrutiny.

*Why it matters to
Gen Z*

Gen Z is **all too aware of the misinformation that floods their timelines** on a regular basis. They have a genuine need for verification of false claims so building this into a cause's claims helps to short-circuit this process and build credibility.

*How it can
influence Gen Z
Mindsets*

From

Constant
Champion
Loyalists



To

Constant
Champion
Advocates

Easy access to verifiable evidence-backed claims can promote support
Giving Gen Zers direct access to informational tools to become advocates for your cause makes their job easier

TRANSPARENT & ACTION-LED

What it means for Gen Z

It means **being specific about not only what you are doing, but what they can do**, and how particular actions are capable of being most effective at **creating the highest potential for positive impacts** towards the cause.

Why it matters to Gen Z

Gen Z want to know that what they're doing is making a difference. But there's so much out there that can be confusing as they get to grips with a new cause and its nuances. Spell it out for them by providing proof as to what will make the biggest impact, and be specific about how.

How it can influence Gen Z Mindsets

From

Crowd Follower

Benefit Seeker



To

Occasional Superhero

Be specific, leave nothing to chance.
Don't assume Gen Z know more than they do. They're still young and learning the ropes so clear way-finding to next actions is always helpful.

Gen Z Communications Cheat Sheet

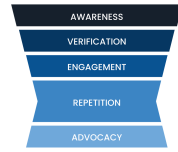
Gen Z Guiding Communications
Principles

4 Ways to Use
Tone of Voice

**When & How to
Use Facts &
Figures**

When & How to
Show Impact

When & How to
use Calls to
Action (CTAs)



DRIVE AWARENESS, VERIFICATION & ADVOCACY

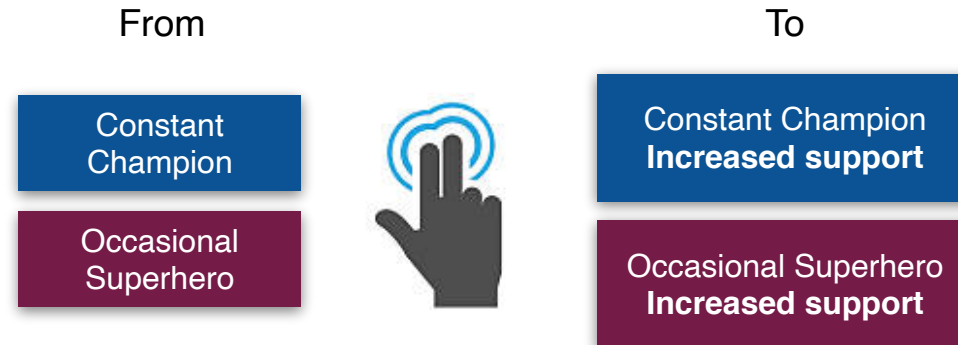
*What it means for
Gen Z*

It means striking a balance between messages that gain attention, and **expert-backed, credible 3rd party information that support the claims being made**. The devil is in the detail and **eye-catching headline statistics need to be verifiable** from trustworthy sources.

*Why it matters to
Gen Z*

Gen Z recognise the importance of, and actively search for, independent data as part of a broader narrative. They are acutely aware of the dangers of misinformation and don't want to be hoodwinked into lending support to something that may prove to be inauthentic.

*How it can
influence Gen Z
Mindsets*



Providing credible facts & figures can trigger support & advocacy

They can often be what tips awareness into action, and equipping Gen Z with them gives them a platform for advocacy.

Gen Z Communications Cheat Sheet

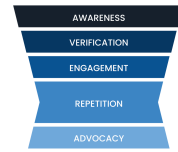
**Gen Z Guiding Communications
Principles**

**4 Ways to Use
Tone of Voice**

**When & How to
Use Facts &
Figures**

**When & How to
Show Impact**

**When & How to
use Calls to
Action (CTAs)**



DRIVE ENGAGEMENT, REPETITION

*What it means for
Gen Z*

It means being **transparent and clear about how donations are being used to drive action**. It means sending **updates and real-life stories that give first person accounts** of how lives have improved through a specific donation or effort.

*Why it matters to
Gen Z*

Like other cohorts, Gen Z can be sceptical towards how donations are being used by charities. Clearly showing them **a transparent breakdown of how their support is benefiting** those who need it **builds trust**, and that is crucial to establishing longer term giving habits.

*How it can
influence Gen Z
Mindsets*

From

Occasional
Superhero

Crowd Follower



To

Occasional Superhero
Increased engagement

Crowd Follower
Increased engagement

Trust is key to delivering tangible and repeatable support

Increasing loyalty relies on verifiable evidence that Gen Z support is being used correctly and making a difference.

Gen Z Communications Cheat Sheet

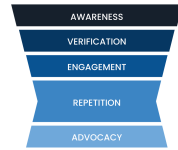
**Gen Z Guiding Communications
Principles**

**4 Ways to Use
Tone of Voice**

**When & How to
Use Facts &
Figures**

**When & How to
Show Impact**

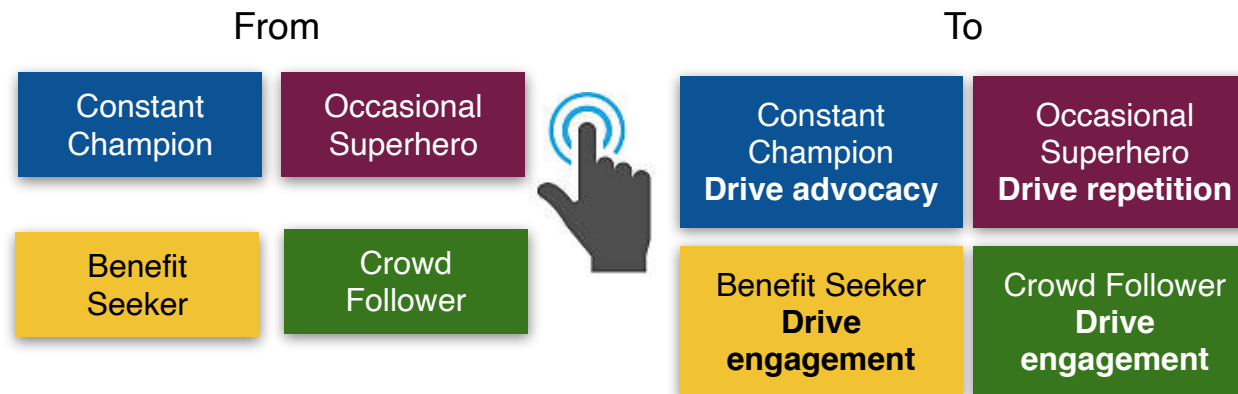
**When & How to
use Calls to
Action (CTAs)**



DRIVE ENGAGEMENT, REPETITION, ADVOCACY

It means always **ensuring you're spelling out what the most effective and impactful next steps** are. Always ensure you're providing clear next steps: links to petitions, more information on how they can volunteer or donate, and easily shareable options for social media.

Gen Z are often still finding their way into the world of supporting charities, and it's not always clear as to how best to do so. **Don't mistake their eagerness to support a cause, with an assumption that they know what to do next.** Clear, specific CTAs are always appreciated.



Ever-present clear CTAs are key to converting into action
Every mindset can always benefit from specific, actionable next steps. Don't make assumptions that they know what to do

What it means for Gen Z

Why it matters to Gen Z

How it can influence Gen Z Mindsets