

Garden Z

Will non profits be able to engage Gen Z and increase donations?



Nurture the Future

Working today to build tomorrow



Meet the Gen

Zen Z's huge potential



Experience towards Loyalty

Create a positive relationship to engage better



The Non Profit of Tomorrow

Understanding is caring



Online Communities

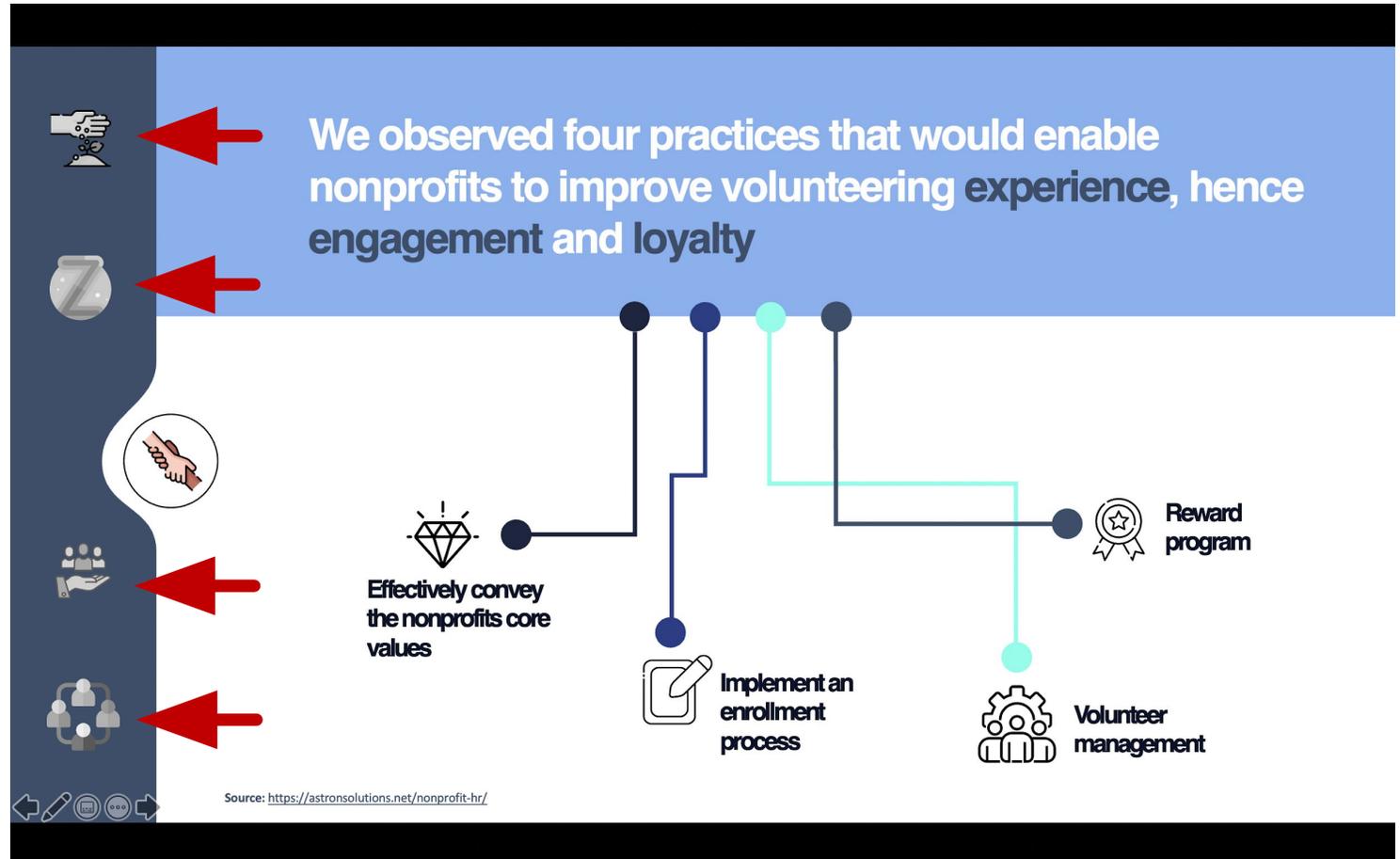
Coming together in the Digital Era

Before we start

We chose an interactive Power Point presentation.

Click on the grey icons to switch sections faster.

All the other commands remain the same.
Enjoy!





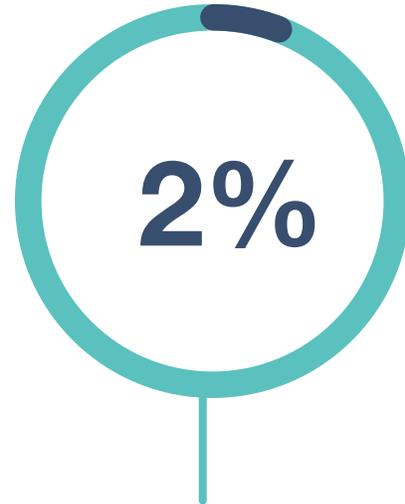
“Fundraising is not mining or hunting; it’s Farming ”





Gen Z wealth

is the lowest compared to other generations, hence why only



contributed to the total donations

However
the growth potential in the next 10 years seems promising

2020

7
trillions

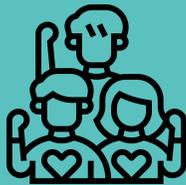
2025

17
trillions

2030

33
trillions

Generation Z cares



26%

of 16–19-year-old already volunteer on a regular basis

55%

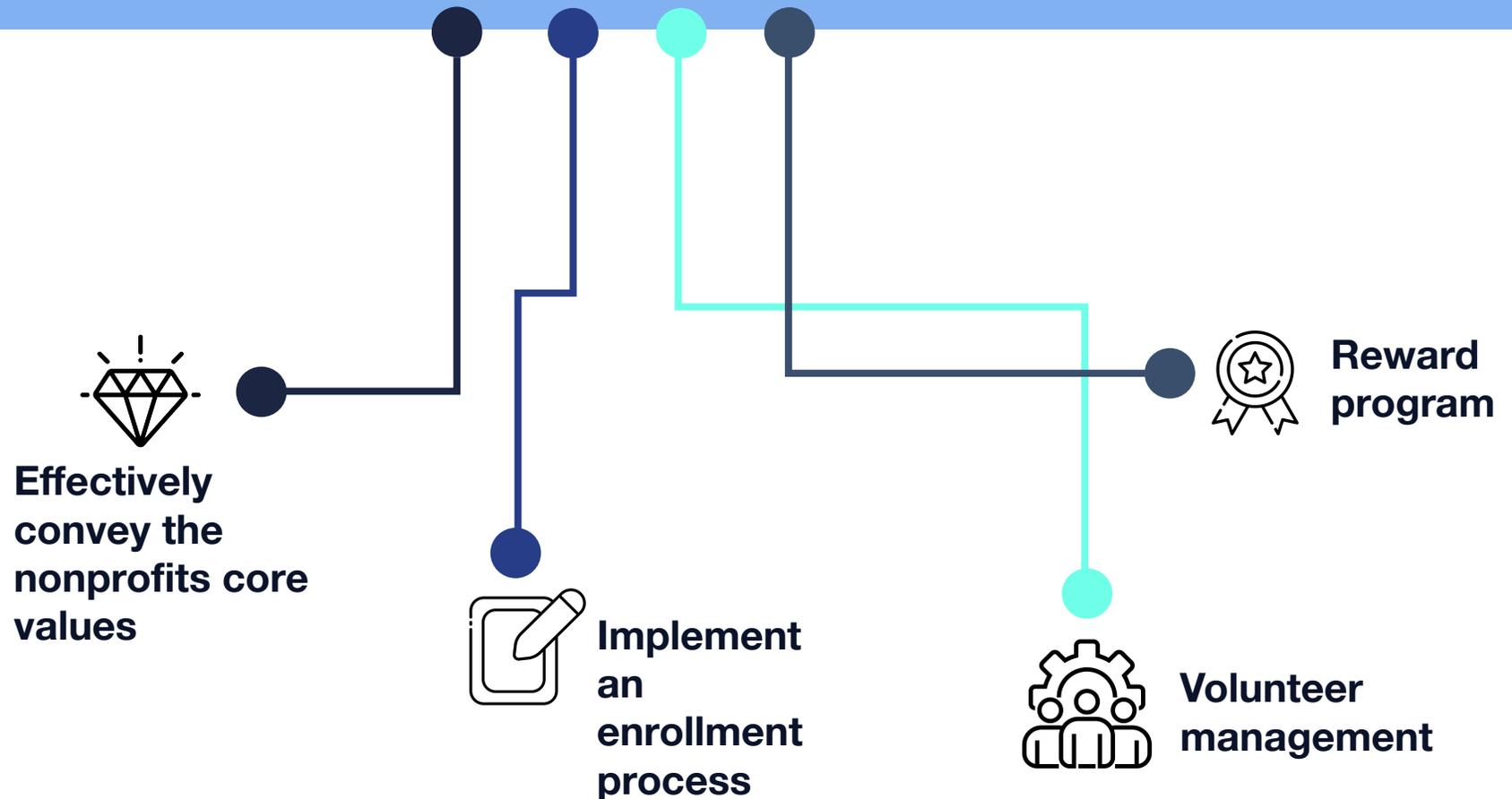
of Gen Z in the past 2 years said that they have donated to charities

77%

of Gen Z are extremely interested in volunteering opportunities and in careers for the nonprofits



We observed four practices that would enable nonprofits to improve Gen Z volunteering experience, hence engagement and loyalty





01

Effectively convey
the nonprofits core
values

—
Diversity
Transparency
Environmentally friendly

02

Implement an
enrollment process

—
Recruiting
Training
Development

04

Volunteer
management

—
Everyone adds value
Constructive feedbacks

03

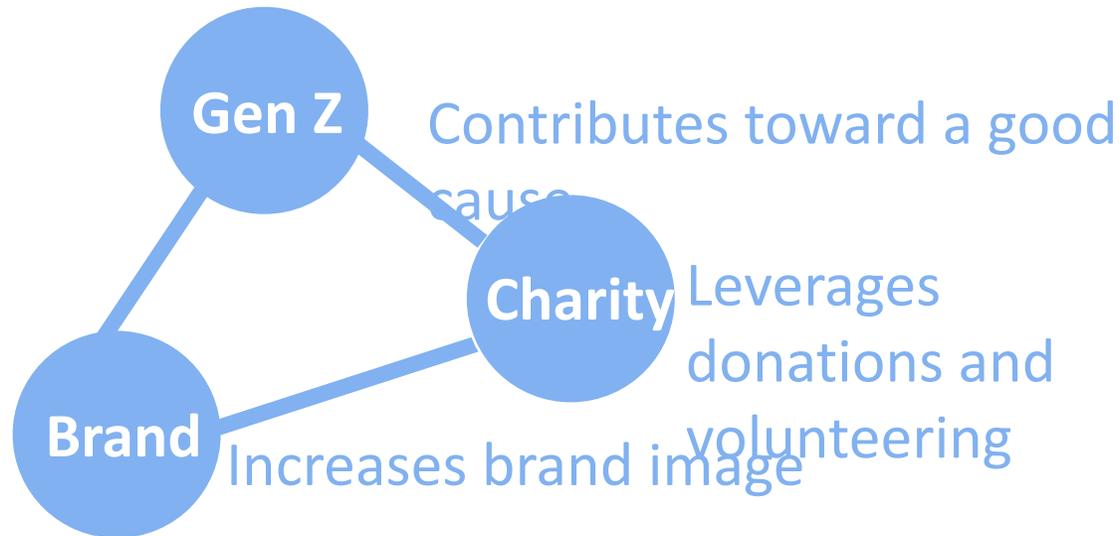
Reward
program

—
Create Loyalty
Actions points
Maintain interest





Our Innovative Solution



No matter where you live, your time is precious



Create a video to explain Photosynthesis to 3–6-year-old children

Twitch will donate 10\$



Spend 1 hour teaching sports to 6–9-year-old children

Adidas will donate 10\$



Create a tutorial to explain how to reduce food wasting

Oreo will donate 10\$

We create a Win-Win-Win Situation between all actors while respecting the Values of Gen Z and increasing engagement.



Diversity, Transparency and Environment-Friendly

Three key characteristics for the nonprofits of tomorrow

90%



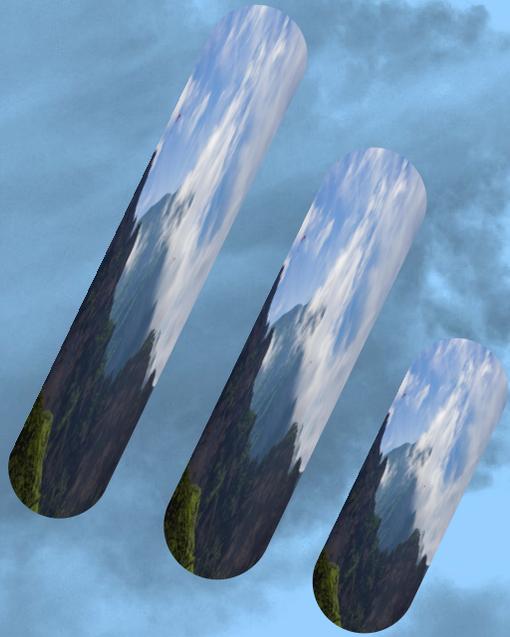
of Gen Z live in emerging and developing countries (India and China counting for almost 40% of the total)

50%



of Gen Z need to do a lot of research into a nonprofit/charity before they feel comfortable donating money

Source:
https://www.changingourworld.com/wp-content/uploads/2019/11/Next-Gen-Report_FINAL-1.pdf
https://business.bofa.com/content/dam/boamlimages/documents/articles/ID21_0026/Gen_Z_redacted.pdf



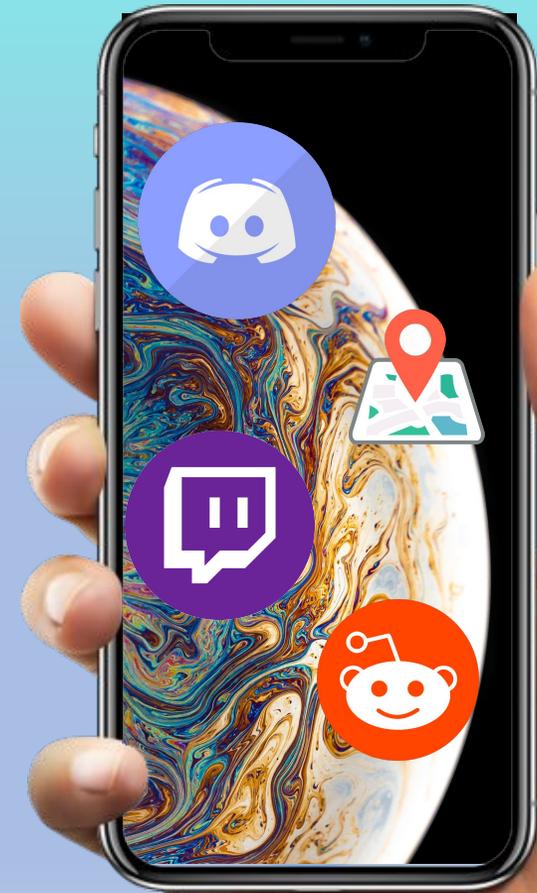
Climate change and protecting the environment is the **#1 concern** for Gen Z

32%

of Gen Z have participated in at least one major environmental action in the past year



Gen Z are being engaged with Omnichannel Experiences that interact with them through Offline Channels and Meaningful Online Interactions.



Source:
<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/meet-generation-z-shaping-the-future-of-shopping>



Online communities bring Gen Z together.

To engage with Gen Z, mainstream social media is insufficient thus NonProfits should look further into building their own online community within the values of this generation.

80%

of Gen Z feel better understood by people in their online communities than their Facebook friends

2.5 Million

spectators were connected for the Z-Event 2020 on Twitch raising 5,7 million euros for Amnesty International, a world record for donations from a live streaming

Source:

<https://respawwn.com/en/the-z-event-2020-raised-a-record-amount-of-5-7-million-euros-for-amnesty-international-with-more-than-2-5-million-spectators/>

<https://www.prnewswire.com/news-releases/gen-z-and-millennials-feel-more-understood-by-specialized-online-communities-compared-to-facebook-and-irl-300890861.html>

Solution Points

How can Nonprofits better engage Generation Z donors to increase charitable revenues?

Play the Long Run

Charitable Revenues from Gen Z should increase as their wealth grows overtime. When looking to engage with Gen Z, we would advise Non Profits to focus their Resources towards nurturing their connection with this new section of donators over the long run.

Gen Z's Non Profits

The Non Profits should be at the image of the Gen Z. Following their codes as well as focusing on the donators' experience will allow better engagement and retention. The purpose is to build a relationship with Gen Z.

Online Communities

Fragmented by digitalisation, Gen Z is born to be disruptive. The reshape of social interactions towards online models creates an opportunity for Non Profits to engage through Online Communities .

