

Gen Z and the Rise of the Digital Influencers

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SO WHO ARE THE DIFFERENT GENERATIONS?

Here is how they are often grouped:



TRADITIONALISTS:

Value authority and a top-down management approach; hard working; 'make do or do without'.



BABY BOOMERS:

Expect some degree of deference to their opinions; workaholics



GENERATION X:

Comfortable with authority; will work as hard as is needed; importance of work life balance.



GENERATION Y:

Respect must be earned. Technologically savvy; goal and achievement oriented.



GENERATION Z:

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

Understanding the Generations

○ Traditionalists (aka Silent Generation or The Greatest Generation)

- Born prior to 1946
- 75 million people
- Traits include being loyal, patriotic, self-sacrificing and fiscally conservative

○ Baby Boomers (aka The Sandwich Generation)

- Born between 1946 and 1964
- 80 million people
- Traits include being optimistic, idealistic, competitive and hard workers

Understanding the Generations (cont.)

○ Generation Xers (aka The Smallest Generation)

- Born between 1965 and 1980
- 60 million people
- Traits include being self-reliant, skeptical, entrepreneurial and independent

○ Millennials (aka Generation Y)

- Born between 1981 and 1996
- 82 million people
- Traits include being collaborative, tech-savvy, globally diverse and socially accepting

Analyzing the Formative Years

Traditionalists



Influences include: The Great Depression, the New Deal, World War II, the Korean War, the GI Bill

Analyzing the Formative Years (cont.)

Baby Boomers



Influences include: Booming birthrate, economic prosperity, Vietnam, expansion of suburbia, anti-war protests, Watergate, women's and civil rights movements, sex, drugs, and rock 'n' roll, oil embargo, political assassinations

Analyzing the Formative Years (cont.)

Gen Xers



Influences include: *Sesame Street*, MTV, personal computer, divorce, Title IX, AIDS, crack cocaine, Challenger explosion, CNN, Margaret Thatcher, Prince Charles marries Princess Diana of Wales

Analyzing the Formative Years (cont.)

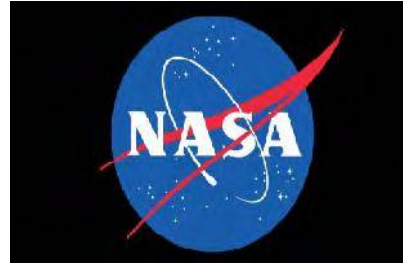
Millennials



Influences include: Expansion of technology and social media, mixed economy, violence, drugs and gangs, Facebook, 7.7 Bombings, Terrorism, global climate change

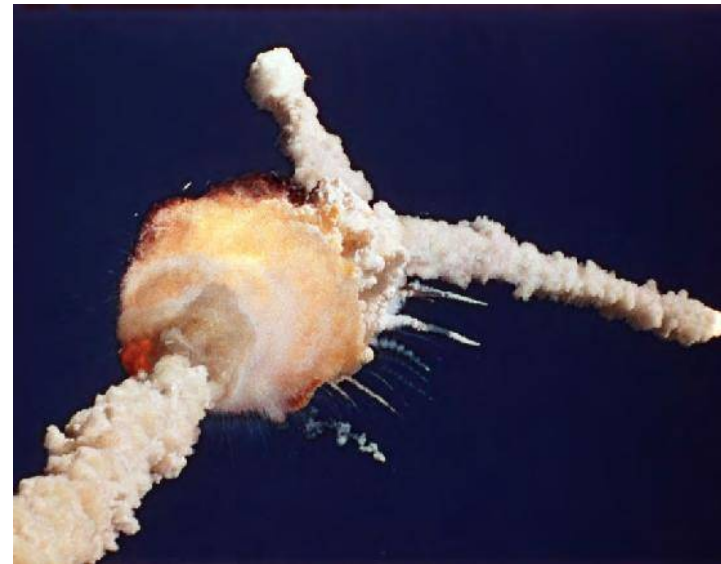
Analyzing the Formative Years (cont.)

Traditionalists/
Baby Boomers



Neil Armstrong Moon Walk, 1969

Gen Xers/
Millennials



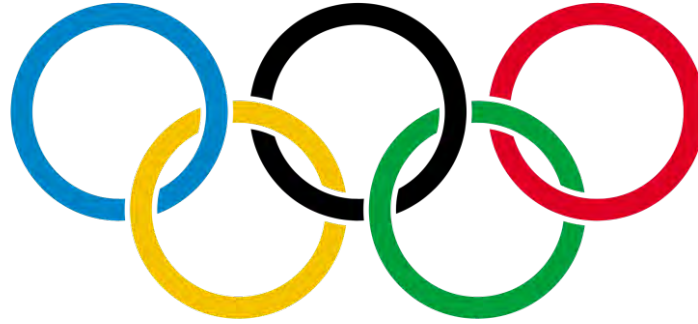
Challenger Disaster, 1986

Analyzing the Formative Years (cont.)

Traditionalists



Jesse Owens, 1932



Gen Xers



Miracle - Lake Placid, 1980

Baby Boomers



Olympic Hostage -Munich, 1972

Millennials



Olympic Park Bombing- Atlanta, 1996

Who Is Generation Z?



*As of 2017 Gen Z makes up 27% of the world population or 2 billion people.

Charitable Trends by Gen Z

- ▶ 57% of young people will save their money rather than spend it
- ▶ 32% of Gen Z donate their own money
- ▶ 26% of 16 to 19-year-olds practice volunteering on a regular basis
- ▶ 50% are looking for a job in volunteering
- ▶ 10% want to start their own nonprofit organization

Gen Z Formative Years



Social Influences: The Great Recession, School Shootings, ISIS, Marriage Equality, Gender Equality, #MeToo, National Populism

Gen Y vs. Gen Z

Born between
1980 and 1995



Born between
1995 and 2010

24%

U.S. population

25%

Accounts for
Annual Spending

Gen Y

\$200 billion

Gen Z

\$44 billion

Represents % of the
U.S. workforce

Gen Y

55%

Gen Z

3%

Shop online

50%



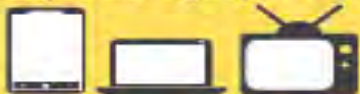
80%

60%

Say they'd speak with a sales rep
before making a purchase in a store

47%

Three screens daily:
like a phone, laptop, TV



Use, on average

Five screens daily: a smartphone,
laptop, iPad, TV and desktop computer



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Sources: Bureau of Labor Statistics, Ernst & Young

How to Engage Gen Z?

▶ 1. Keep Everything Simple and Concise

- ❖ Attention span is 8 seconds as opposed to 12 seconds for the previous Gen Y

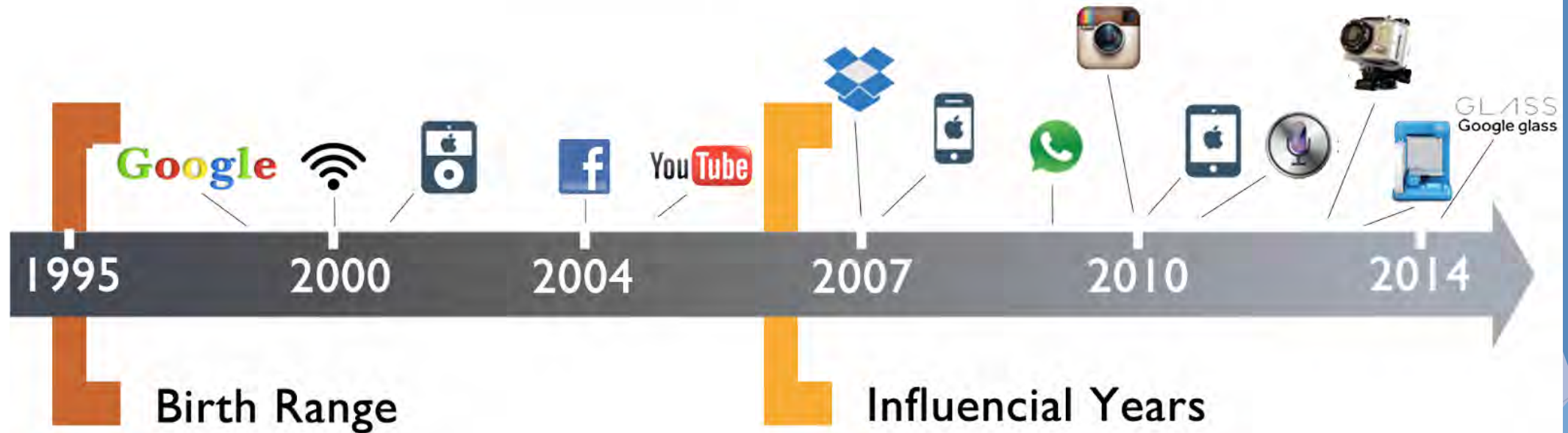
▶ 2. Tell Your Story

- ❖ Tell an inspiring story about your organization and the value it brings to society.

▶ 3. Leverage Social Media

- ❖ Significantly enhance your reach and impact by utilizing social media and smart nonprofit marketing strategies

Generation Z technology path



What is a *Digital Native*?

dig·it·al na·tive

noun

plural noun: digital natives

a person born or brought up during the age of digital technology and therefore familiar with computers and the Internet from an early age.

"the digital tools that are reshaping our economy make more sense to young digital natives than to members of older generations"

- ❖ *Defy Media's* 2016 Constant Content report found that 13 to 24-year olds watch, on average 11.3 hours of online video a week
- ❖ YouTube stars represent 8 of the top 10 *most known personalities* to U.S. teens
- ❖ 67% of *Defy Media's* respondents said they couldn't live without YouTube

Gen Z – the *Digital Influencers*

Who are Digital Influencers?



What Unifies Us?

Terrorism



Where were you?: Pearl Harbor, JFK Assassination, MLK Assassination, OKC Bombing, 9/11 Attack, Sandy Hook Elementary

What Unifies Us?

Natural Disasters



Where were you?: Hurricane Hugo, Oklahoma Tornadoes, California Forest Fire, Hurricane Katrina, Volcanic Eruptions, San Francisco Earthquake

What Unifies Lions?

Our Global Causes



DIABETES



ENVIRONMENT



HUNGER



CHILDHOOD
CANCER



VISION

We Serve.

Our Global Causes focus the efforts of Lions and Leos on five service areas with the goal of tripling our humanitarian impact by serving 200 million people per year by 2021. Our Global Causes complement all of the great ways clubs serve locally, and gives Lions and Leos new opportunities to help meet the growing challenges facing humanity.

No matter how you choose to serve, Lions matter now more than



Focus On Service!



Questions? Comments...