

# Boomer Women Inspiration Series - 7. The World of Charities

Good Conversations x Good Innovation

## Welcome to your weekly Boomer Women Inspiration Series

**Chapter Seven - The World of Charities:** This week's edition is a special one as it's the first week of activities to solely focus on the topic of charities with our Boomer Women. While we broached the subject in week 6, our three most recent tasks put charities firmly under the spotlight.

We kicked off with a broad discussion on what charity marketing campaigns have made their mark with them over the years, before exploring loyalty triggers when it comes to supporting charities. What does it take to create a lasting habit of support, and how might this have changed over the years with more recent entities and organisations entering into the space?

Let's take a quick look at what our Boomer women shared with us this week.

### 5 Charity Advertising Takeaways for Boomer Women

Real People,  
Real Words,  
Real Action

Arrest with  
the Eyes

Get  
Cultural

Plenty of  
Room for  
Humour

Upliftment  
Trumps  
Guilt

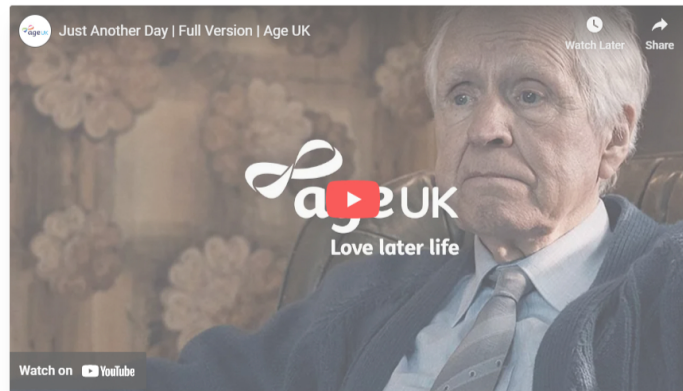
We received a huge number of terrific examples of effective marketing campaigns from charities, from a range of organisations. Boomer Women shared examples from all sorts of causes; Age UK, Alzheimer's Research, Breast Cancer, Barnardo's, WWF, PETA, Red Nose Day, NHS Bowel Screening, MacMillan and many others. Here are 5 lessons we learnt from the many insightful examples they shared with us:

### 1. Real People, Real Words, Real Action

Whilst it is always important to incorporate an emotional appeal in any form of advertising, and of course charity advertising is no different, Boomer Women were drawn to the importance of using real words from real people. Because many of the causes they support are rooted in real-life experience over their many years, they want to see communication that shows a clear understanding of what it means to live through something difficult, or how vital it is to take action on a crucial issue.



"I like the fact that it shows the words of real men who have overcome tough times telling others to call the Samaritans for help." - **Fatima, 57-66, Single, Part-time Employed**



"As my parents became older, they became very frail and this advert really linked with these feelings." - **Brenda, 57-66, Widowed, Part-time Employed**

## 2. Arrest with the Eyes

Like any great advertising you have to be noticed first before you stand a chance of delivering your message. With the proliferation of advertising in the world today, and with charities no exception, it's easy to get lost in a sea of familiar-looking images and pleas for support. Implementing a visual approach that turns the category norms on its head is still an effective way of gaining attention, before attempting to deliver your message. An example? Well, how about a recognisable celebrity - but naked.



"The 'I'd rather go naked than wear fur' campaign. I think it ran from the mid 90s to present with many different celebrities posing. It was eye catching and interesting and it showed celebrity endorsement of their charity" - **Michelle. 67-77, Married, Retired**

### 3. Get Cultural

Whether it's Red Nose Day, MacMillan Coffee mornings or Remembrance Day acknowledgements, Boomer Women in the UK love to get behind an event that resonates with the broader culture and traditions. The use of celebrities and well-known public figures has a role to play in this space, so long as those chosen are seen as credible to this audience and able to show a true passion and commitment to the cause.



*"Red Nose Day Comic Relief campaign . It's become part of our culture . I love the way it gives the public something for their donations (an evening of fun). Some of the sketches have become classic comedy moments like George Michael in Carpool Karaoke with James Corden"* – **Barbara, 67-77, Married, Part-time Employed**

*"The Macmillan Coffee Morning campaign is for me the most memorable. The concept is so easy, it accessible to everyone and any number of people can take part. The TV ads are really well done and it's the simplest of ideas that has generated many, many millions of pounds over the years."* – **Pat, 67-77, Divorced, Self-Employed**

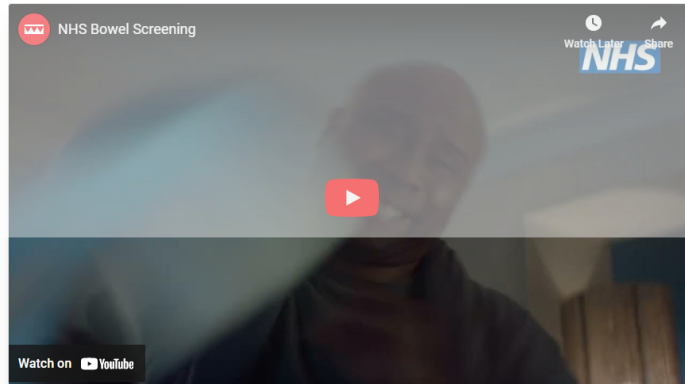


*"A well known public figure is speaking and drawing attention to the great needs in the country after the earthquakes. The actual footage shows enough of the reality on the ground without being sensationalist, the video shows local people helping local people, they are not just portrayed as victims."* – **Vicki, 57-66, Married, Part-time Employed**



## 4. There's room for humour

The causes charities are tackling are serious business. No one doubts this. But that doesn't mean there isn't still room for fun. In fact, breaking the tension with humour, or a light-hearted human touch, can be just the ticket for getting someone to sit up and pay attention to something important.



*"It sticks in my mind because he made the boy laugh despite his treatment and then to see him running about at the end was wonderful and a reminder that there can be positive outcomes."* – **Patricia, 57-66, Married, Stay-at-home Parent**

## 5. Upliftment trumps Guilt

A consistent theme we've seen across our community is an aversion by Boomer Women to guilt-laden messages, or a 'shock-and-awe' approach to difficult issues. Disturbing images are often felt to be too hard to process, leading to them disengaging – particularly when it comes to animals. Bleak, overly emotionally charged narratives of distress can cause them to feel guilt, which isn't as motivating as messages of hope, optimism and upliftment.



Liz, 07 00, Widowed, Retired



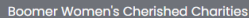
66, Married, Retired

66, Married, Retired

### Co-habiting, Full-time Employed

causes

how do newer causes make an impact?



## Common Long-Lasting Charity Triggers



### Personal Experiences



**back** – Helen, 57-66, Divorced, Full-time  
Employed

### Parents, Religion & School Days



### Established Charity 'Brands'



homeless."— Sandra, 57-66, Divorced, Full-time employed

formative years cannot be discounted, alongside the mass media presence of

formative years cannot be discounted, alongside the mass media presence of some of the bigger charities of their day. Advertising clearly worked then, and as we look to newer forms of engagement, it appears not much has changed.

### How New Causes Enter into Awareness

#### Change in Life Circumstances

Being forced to tackle new challenges or obstacles as time unfolds can create new triggers

*"Because of circumstances in my family I support a local dementia group. I can understand how families can struggle and feel very isolated when this horrible illness takes a family member." - Ann, 67-77, Married, Retired*

*"Alzheimer UK has probably just entered my radar in the past few years, because I have come across families who have been affected. This has made me realize how devastating this condition is for all." - Alison, 67-77, Divorced, Retired*

#### Media Coverage (Mass & Social)

Sufficient media coverage can cast a spotlight on important issues across both traditional and social media

*"In the last 5 years, the MIND charity stands out for me. Mental health is now talked about more openly and positively in society. I was the drawn to the MIND marketing video where individuals were talking about their struggles with mental health." - Sandra, 57-66, Divorced, Full-time Employed*

*"More recently I have become involved with a charity called Jnatics that offers screening to young people for 47 hereditary genetic conditions that are more prevalent in the Jewish community. I first noticed this charity through Facebook." - Tania, 57-66, Married, Part-time Employed*

#### Personal Interests

Work interests and new hobbies and connections can create opportunities to discover new worthy causes

*"A more recent charity would be the Forget me Not chorus which is a choir for dementia sufferers and their families. The power of music and song is so strong in evoking memories. I sing in a choir and know the enjoyment and benefits gained from it." - Helen, 57-66, Divorced, Full-time Employed*

*"My choir director went to an African country on behalf of Compassion. When he returned he told us about the work they were doing (building schools, shelters etc) and I was drawn to sponsor a child which I have done ever since." - Jenny, 57-66, Divorced, Full-time Employed*

Whilst changes in life circumstances is once again a significant trigger in later life (particularly when it comes to experiences with dread disease), media still has a role to play. What the media chooses to highlight in terms of broader societal themes can have a significant impact, while social media can be effective at raising awareness for more niche and targeted issues. Finally, when we think back to the array of personal interests these women have, it's useful to remember that these, too, can provide a way in to learn about and get involved with new charity initiatives.

## A Good Conversation Thought Starter

Lastly, our Charity Thought Starter. This is a small seed of an idea that we've stumbled upon that *might* have the potential to turn into something bigger down the line. It's something we'll be keeping our eye on throughout the remainder of the community to track its development, but wanted to share it with you now to mull over.

This week's seed is: **Boomer Women become increasingly more interested in having an impact at a local level when it comes to charity initiatives as they advance in age.**

### Charity Thought Starter

A consistent theme has emerged in that, as Boomer Women age, their focus shifts from big, somewhat faceless organisations to more local issues and causes. They feel they can have more of a direct impact, and in areas they understand and have developed an intimate passion around.

How might we think about activating local initiatives within bigger charity brands to engage Boomer Women most effectively?

*"Going back I would say charities like Oxfam and WWF would be notable ones. WWF would have adverts about saving tigers/elephants etc. and it was a way to get my children to think about protecting the environment. Over the last 5 years, having got a dog which I walk in our local park/woods I have become more directly aware of local wildlife and so have supported smaller charities like the London Wetland Centre." - Patricia, 57-66, Married, Stay-at-home Parent*

*"I have contributed to the NSPCC for years but in the last 5 years I have started getting personally involved with a local charity called Zarach that provides beds, bedding, clothing etc for families where children are sleeping on coats or cushions and don't have the basis. I am passionate about the work they do because they make a difference to the children of Leeds." - Liz, 57-66, Married, Part-time Employed*

Next week: We unpack the specific behaviours, attitudes and perceptions towards the key areas of charity support, and how this might have changed over the years!

Find out more: [hello@goodinnovation.co.uk](mailto:hello@goodinnovation.co.uk)

