Engaging for the Good

November 7, 2023

Our Ecosystem

- CA State Park Volunteers
- Volunteer Coordinators
- CA State Parks District Staff

"Partnerships Division is to support park operations to empower, inspire, and strengthen public and private partners to create, promote, sustain, and expand visitor services to CA's diverse populations."

Who Is Our Audience?

- Volunteers
- Donors
- Sponsors
- Board Members of Nonprofits
- People Who Visit Our Parks
- Educators and School-Age Youth
- Scientists
- Who Else?

Creating The Invitation

- In what ways are you communicating or connecting with your audiences?

- What's working, and what isn't working?

- What has you worried, or what's an unknown?

The Generations

Generation	Years Born	Ages Today
Boomers	1946 – 1964	77 – 59
Gen X	1965 – 1980	58 – 43
Gen Y	1981 – 1994	42 – 29
Gen Z	1995 – 2009	28 – 14
Gen Alpha	2010 – 2024	13 – being born

Baby Boomers

Born between 1946 and 1964

- Characterized by work, self and community involvement
- All about optimism!
- Want to feel part of the team
- Provide them individualized service

Gen X

Born between 1965 and 1980

- Original latchkey kids
- Seeking a sense of family
- Desire fun and freedom
- Fiercely independent, with a healthy dose of skepticism

Engaging Gen X

- Use extreme candor
- Tell them everything
- Be authentic, honest, upfront
- Recognize the role of family
- Offer freedom of choice
- Use technology

Gen X puts people first

Gen Y (aka Millennials)

Born between 1980 and 1994

- Moral and civic minded
- Confident = affirm their confidence
- Collaboration and civic engagement
- Skeptical and more DIY than Gen X
- Don't want to be "cookie-cutter"

Engaging Gen Y

- Use online communications!
- They expect immediate responses
- They want to be part of the community and "stand for something"

Referrals come from Millennials

Gen Z

Born between 1995 and 2009

- They'd rather text than talk
- Very short attention span
- Very collaborative and creative
- Many are from small households with older parents

Very concerned about the environment

Gen Alpha

Born between 2010 – 2024 (age 13)

- Children of Gen Y
- Younger siblings of Gen Z
- Globally, 2.5 million born every week and they will be the largest generation in the history of the world
- First generation of the 21st Century

Gen Alpha Characteristics

1. Digital immersion is non-negotiable
2. Authenticity trumps all
3. Creativity is their currency
4. Mental well-being is paramount
5. Entrepreneurial spirit runs deep
6. Engagement over mere presence
7. Global mindset shapes their worldview

Great resource: Michael Brito

Engaging Gen Alpha

Imagine This:

"Gen Alpha is the first generation to have never known a world without the internet, smart phones, or the convenience of on-demand entertainment."

Engaging Gen Alpha

- 73% use the internet
- 17% use a smart phone

- Technology and Creativity
  - Most tech-savvy generation
  - World's knowledge is at their fingertips

Engaging Gen Alpha

- Independence and Self-Awareness
  - Expect the world to recognize their individual needs and preferences
  - Analyzing the world, understanding their place in it, and determining how they can make an impact

Engaging Gen Alpha

- Learning and Education
  - Accustomed to absorbing info through interactive and visual methods
  - Video is a primary educational tool
  - Natural curiosity and hunger for knowledge

Engaging Gen Alpha

- Diverse and Global
  - Set to be most ethnically diverse generation in American history
  - Think globally as a result

Engaging Gen Alpha

- Realistic and Practical
  - Shaped by Great Recession and COVID-19 pandemic
  - Saving and investing important to them; they're more financially astute for their age

Keep in Mind…

- Use tech
- Environmental consciousness
- Mental well-being
- Creativity and Self-Expression
  - TikTok, Instagram
  - User-generated content campaigns or challenges can be effective

The Invitation Strategy

- Boomers

- Engage Millennial Parents - Gen Y
    - 72.2 million
    - 90% are employed
    - Agree with Gen Alpha re the environment and mental health

Millennials and Gen Alpha

- Building generational wealth
- Set to inherit trillions; on path to have 5x the wealth they have today by 2030
- Hands-on parents, extremely attuned to their kids' needs
- In 2020, US kids earned $25.5 billion from allowances

Millennials and Gen Alpha

- Research extensively online
- On YouTube and Parenting Blogs

"Gen Alpha Kids and Millennial Parents Are a Powerful Combination." - Forbes

Millennials and Gen Alpha

They have in common:

1. Quick to adopt tech advancements
2. Brands that reflect their values earn their loyalty
3. Parental preferences are influencing their kids' preferences, and vice versa

Generational WIIFMs

What comes to mind when you consider the motivations of the age groups?

- Boomer
- Gen X
- Gen Y (Millennials)
- Gen Z
- Gen Alpha

5 Power Words for Donors

1. Small
   - "A small $10 donation will feed a child for 7 days."
   - "Will you make a small $5 gift today?"

2. Instantly / Immediately
   - "You can help now by giving to our campaign! When you make a gift, you will instantly receive …."

5 Power Words, continued

3. Expert
   - "Make a donation to support our expert scientists' research."
   - "Help us bring experts in fire safety to train our conservationists."

4. You
   - "You can donate by clicking here."
   - "We need your help."
   - "You can make a difference by giving today."

5 Power Words, continued

5. Because

- – "Donate to our early education programs because learning can't wait."
- – "Protect wildlife because their survival is in our hands."

Psychology of Connecting

1. Kind
2. Caring
3. Compassionate
4. Helpful
5. Friendly
6. Fair
7. Hard-Working
8. Generous
9. Honest

Questions?

Did you learn something new?

Do you have ideas for engaging community partners in new ways?

Is there a first thing you're going to do when you get back to your office?

Thank You!

Kim Tucker, Exectutive Director
The Impact Foundry
916-569-8555
ktucker@impactfoundry.org