



RAINBOW PUSH COALITION

GEN Z ENGAGEMENT STRATEGY
CLIENT SUMMARY HANDOUT
JUNE 2025

Overview

Project Goal

To help Rainbow PUSH Coalition grow its Gen Z digital following and increase youth participation in social justice efforts through data-driven strategy and content recommendations.

Why It Matters

Gen Z is the most racially diverse, digitally fluent, and socially conscious generation in history (Pew Research Center, 2024). To sustain its legacy and expand future impact, Rainbow PUSH must adapt its communication style to connect with Gen Z audiences across digital platforms.

Key Insights

Gen Z & Giving Behavior

Most nonprofit donations come from older generations.

Gen Z prefers volunteering, direct grassroots support, and impact-driven storytelling over traditional fundraising. Cause-first, transparent messaging builds stronger connections.

Platform & Content Preferences

Activism platforms: YouTube, Instagram, TikTok

Popular actions: liking, sharing, following creators

Gen Z seeks authentic, visual, and emotional content

Who They Trust

Impact creators (e.g., Malala, Greta, Nadya) drive action and trust.

1 in 4 Gen Z donors were influenced by a creator they follow.

They trust peers and lived experiences over institutions.

Values That Matter

Social justice, diversity, climate, mental health

Transparent leadership & real community stories

Feeling included, not just marketed to

Core Recommendations

Content That Works

Short-form videos (Reels, TikToks) with Gen Z narrators

Campaigns like “Why I PUSH” and Testimonial Tuesdays

Infographics + carousels for education

User-generated content (e.g., #MyPushMoment)

Engagement Tactics

Cross-post with community partners/speakers

Reply to comments to build algorithm trust

Use the 5-3-1 Method: Like 5, comment on 3, gain 1 follower

Embrace Spotify + audio content for storytelling

Alternative Recommendations

Peer-Led Ambassador Program

Recruit Gen Z students as local/campus ambassadors

Empower them to create and post content, host events, and facilitate discussions

Builds grassroots trust and decentralizes engagement

Micro-Internships or Service Projects

Offer short, low-barrier civic engagement opportunities

Partner with schools for credit/service hours

Promote through campus groups and online hubs

Community Circles (Digital + In-Person)

Create small discussion groups led by Gen Z facilitators

Use themes (climate, racial justice, voting rights) to spark peer-led dialogue

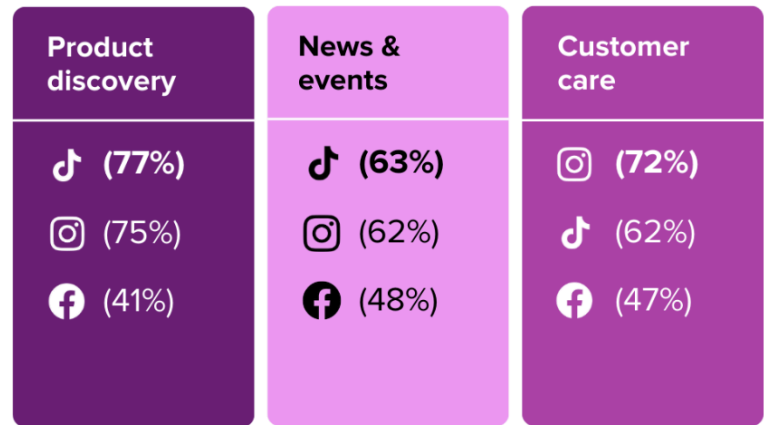
Can be virtual or community-based

“Push Fellows” Leadership Pipeline

Annual cohort of youth changemakers

Training + mentorship in advocacy, storytelling, organizing

Publicly spotlight fellows on social media and at PUSH events



source: SproutSocial

Gen Z social media trends

- 1 Growing trust in influencers and creators
- 2 Disheartened by most brand-led activism
- 3 Desire for more unique brand identities
- 4 Leading the social commerce charge
- 5 Lukewarm feelings toward AI on social
- 6 An overwhelming need to touch grass

sproutsocial.com/insights

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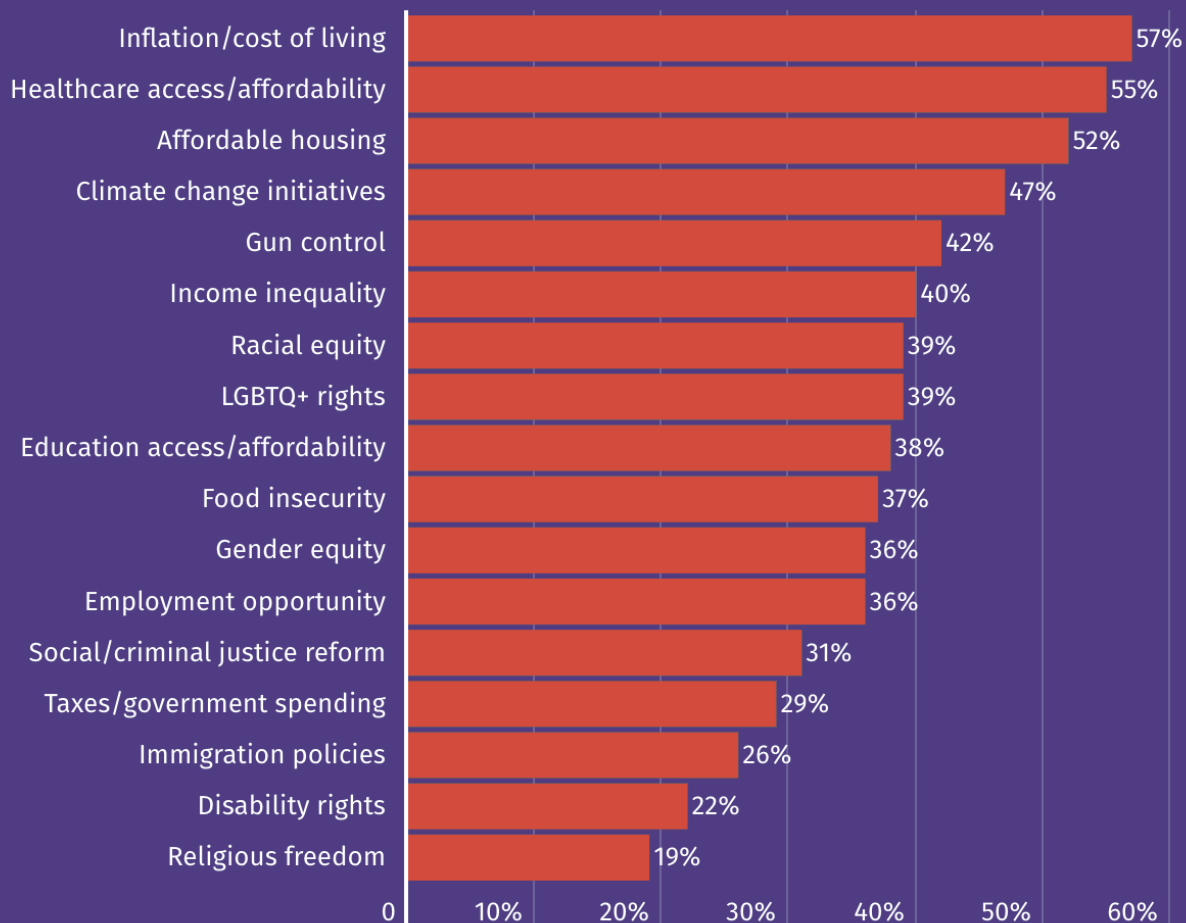
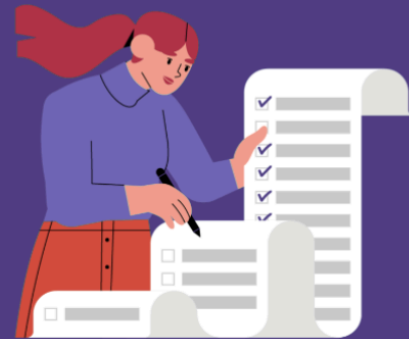
Final Thought

Gen Z isn't disengaged; they're discerning. They expect purpose, visibility, and a seat at the table. Rainbow PUSH can deepen its impact by empowering youth as co-creators of change.

With this generation poised to shape the future of civic life, Rainbow PUSH has a vital opportunity to meet them where they are: online, in community, and through purpose. By centering youth voice and action, PUSH can build a new generation of advocates.

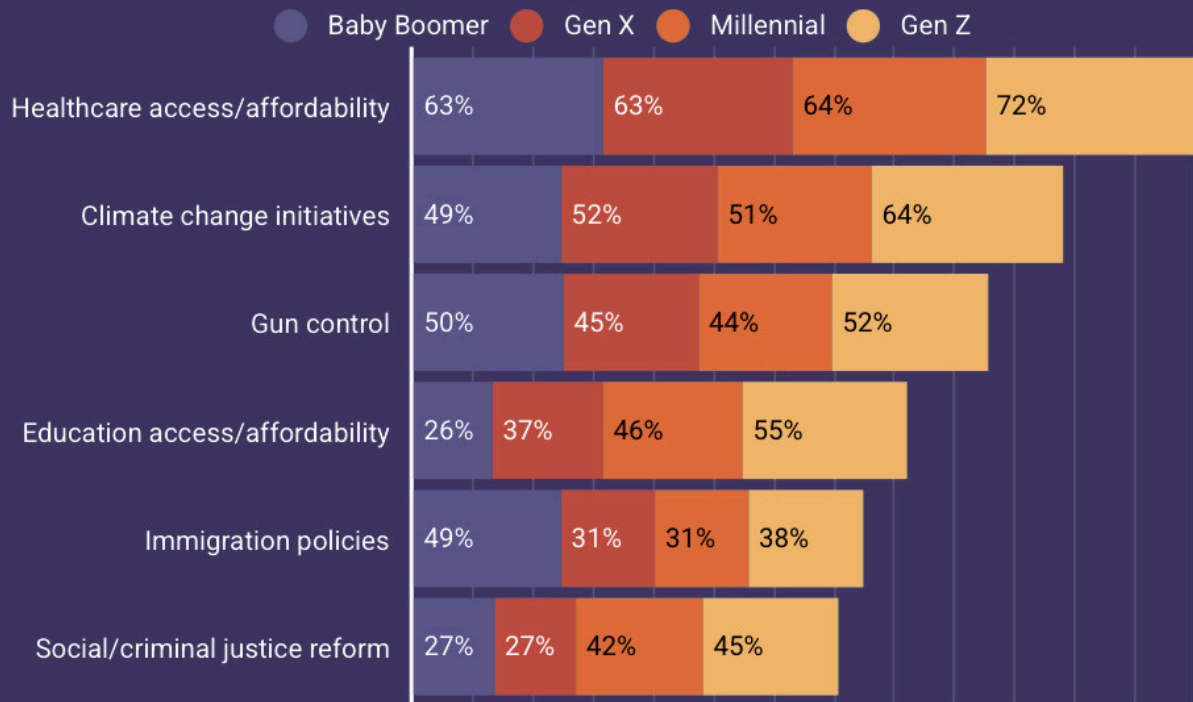
WHICH CAUSES ARE GEN Z MOST PASSIONATE ABOUT?

BASED ON A SURVEY OF 1,000 AMERICANS

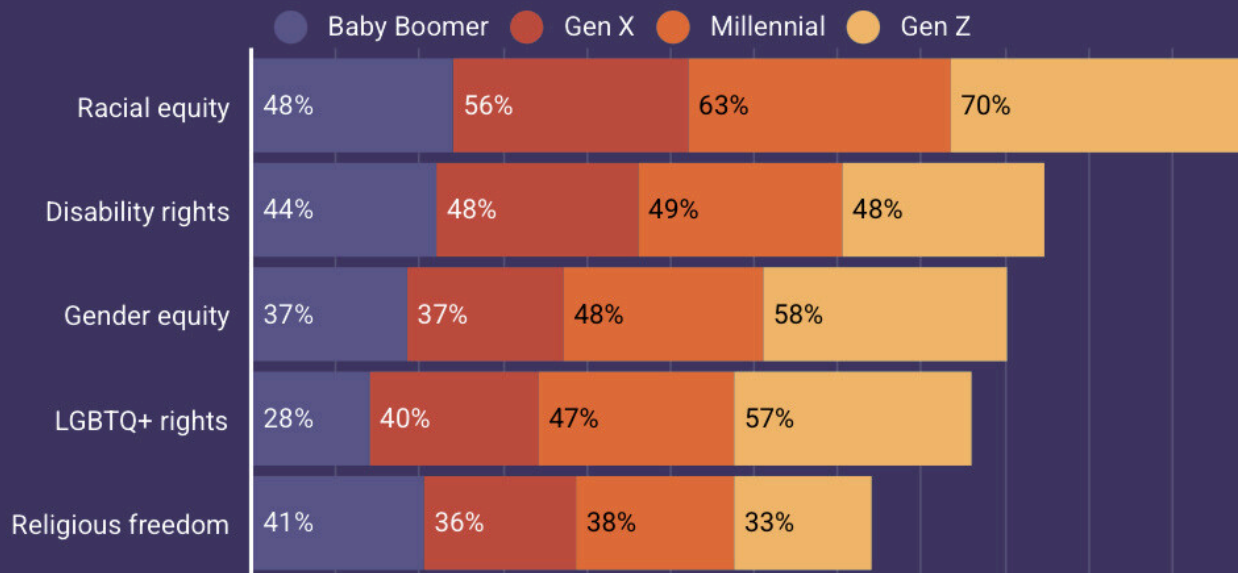


Source: [UnitedWayNCA.org](https://www.unitedwaynca.org)

SOCIAL & ENVIRONMENTAL



HUMAN & CIVIL RIGHTS



BASED ON A SURVEY OF 1,000 AMERICANS



RAINBOW PUSH COALITION COMMUNITY SURVEY



EDITOR LINK



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