



PLANTING SEEDS FOR FUTURE GROWTH

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CONTENT

POLITICAL MOTIVATORS

TOP ISSUES

GREEN PARTY VALUES OVERLAP

HOW TO REACH GEN Z

MESSAGING

WHY GEN Z?



Gen Z is the second largest generation in US History.

(72 million; 21% of the US population)

They are, or are coming of, voting age.

(14-29 years old)

They have fewer obligations/more leisure time.

WHAT MOTIVATES GEN Z POLITICALLY

Personal Impact

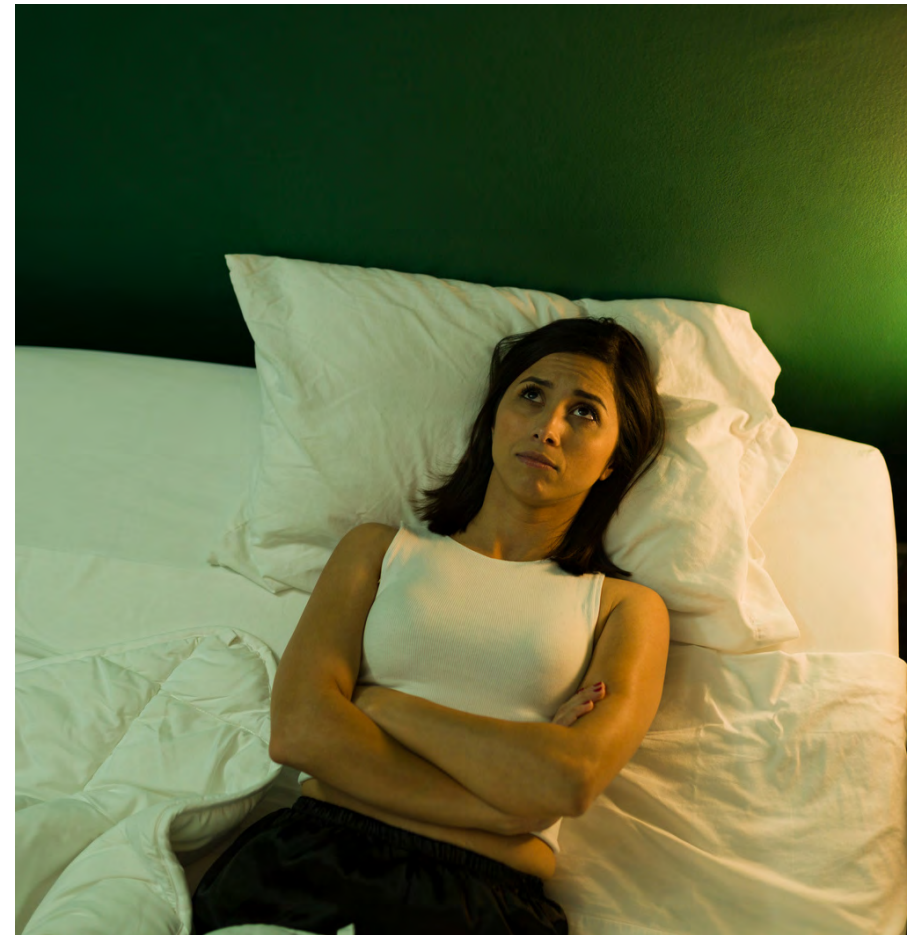
Economic Concerns

Climate Change

Fairness & Inclusion

Authenticity

PERSONAL IMPACT



Gen Z is most likely to engage when issues affect them or people they know.

Connect policy to everyday life rather than abstract ideology.

Use real stories from community members.

ECONOMIC CONCERNS



Housing affordability, wages, healthcare and cost of living are top priorities.

Frame proposals around tangible financial benefits.

Show how policy improves economic opportunity.

CLIMATE CHANGE



Climate is viewed as a long-term quality-of-life issue.

Highlight local impacts and practical solutions.

Connect environmental policy to jobs and affordability.

FAIRNESS & INCLUSION



Messages about equal opportunity resonate across many issue areas.

Feature diverse voices and communities.

Focus on fairness rather than partisan rhetoric.

AUTHENTICITY



Gen Z responds to transparent, unscripted communication.

Show candidates and volunteers behind the scenes.

Avoid overly polished campaign messaging.

TOP ISSUES

Climate & Sustainability

Diversity & Inclusion

Economic Fairness

Participatory Democracy

Future Focus

GREEN PARTY

10 KEY VALUES

Grassroots Democracy	Community-Based Economics
Social Justice & Equal Opportunity	Feminism & Gender Equity
Ecological Wisdom	Respect for Diversity
Non-Violence	Personal & Global Responsibility
Decentralization	Future Focus & Sustainability

VALUES OVERLAP



**ECOLOGICAL
WISDOM**

VERY HIGH



**FUTURE FOCUS &
SUSTAINABILITY**

VERY HIGH



**RESPECT FOR
DIVERSITY**

VERY HIGH



**FEMINISM & GENDER
EQUITY**

VERY HIGH



**COMMUNITY-BASED
ECONOMICS**

VERY HIGH



**SOCIAL JUSTICE &
EQUAL OPPORTUNITY**

HIGH



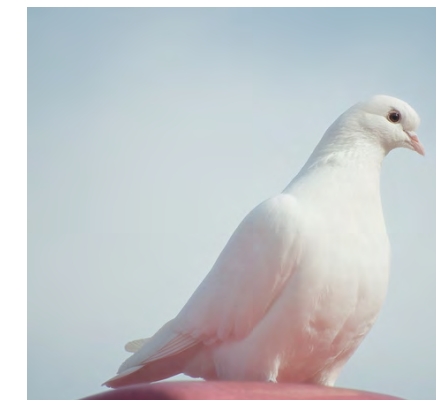
**GRASSROOTS
DEMOCRACY**

HIGH



**PERSONAL & GLOBAL
RESPONSIBILITY**

HIGH



NONVIOLENCE

MODERATE



DECENTRALIZATION

MODERATE

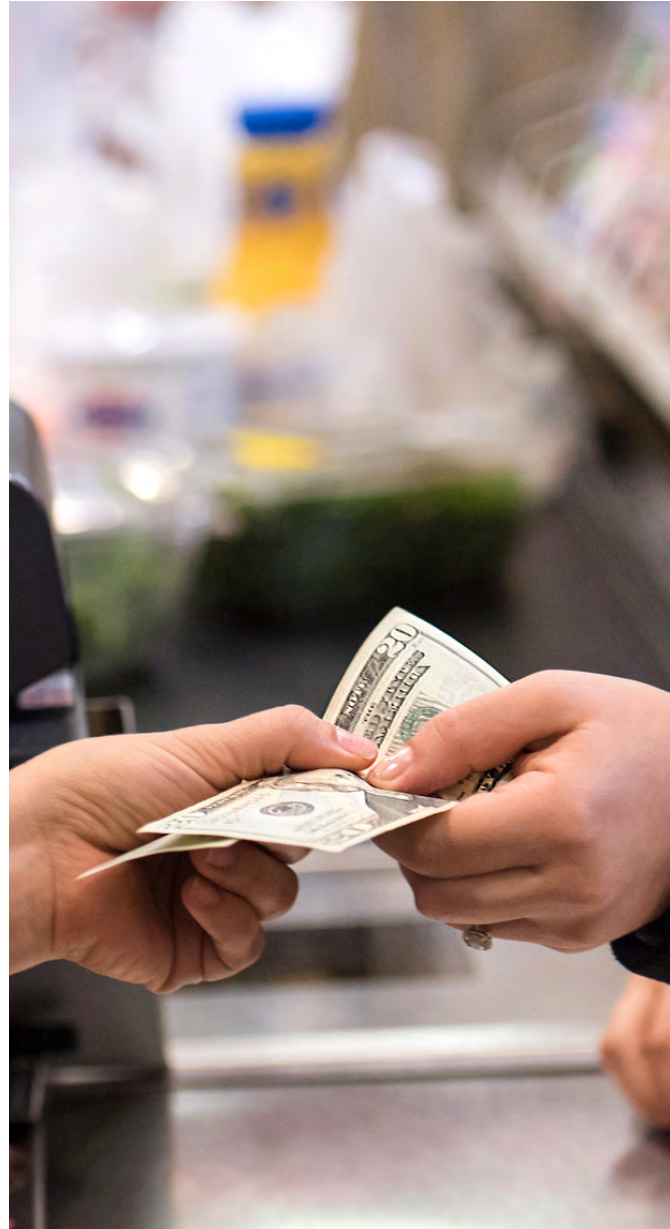
CLIMATE & SUSTAINABILITY



Research consistently finds that Gen Z is more likely than older generations to view climate change as an urgent political issue because they expect to live through its long-term consequences.



ECONOMIC FAIRNESS



Gen Z is often characterized by its social activism, but recent polling suggests economic concerns have become equally or more important.

REPRESENTATION & INCLUSION



Gen Z voters report increased motivation when politics reflects their identities and communities. Gen Z is the most racially and ethnically diverse adult generation in US History.



GRASSROOTS DEMOCRACY



Gen Z reports high levels of distrust in established institutions and the elite. Despite this, they still indicate an interest in civic participation.

WEAKER GREEN PARTY VALUES FOR GEN Z



Decentralization



Nonviolence

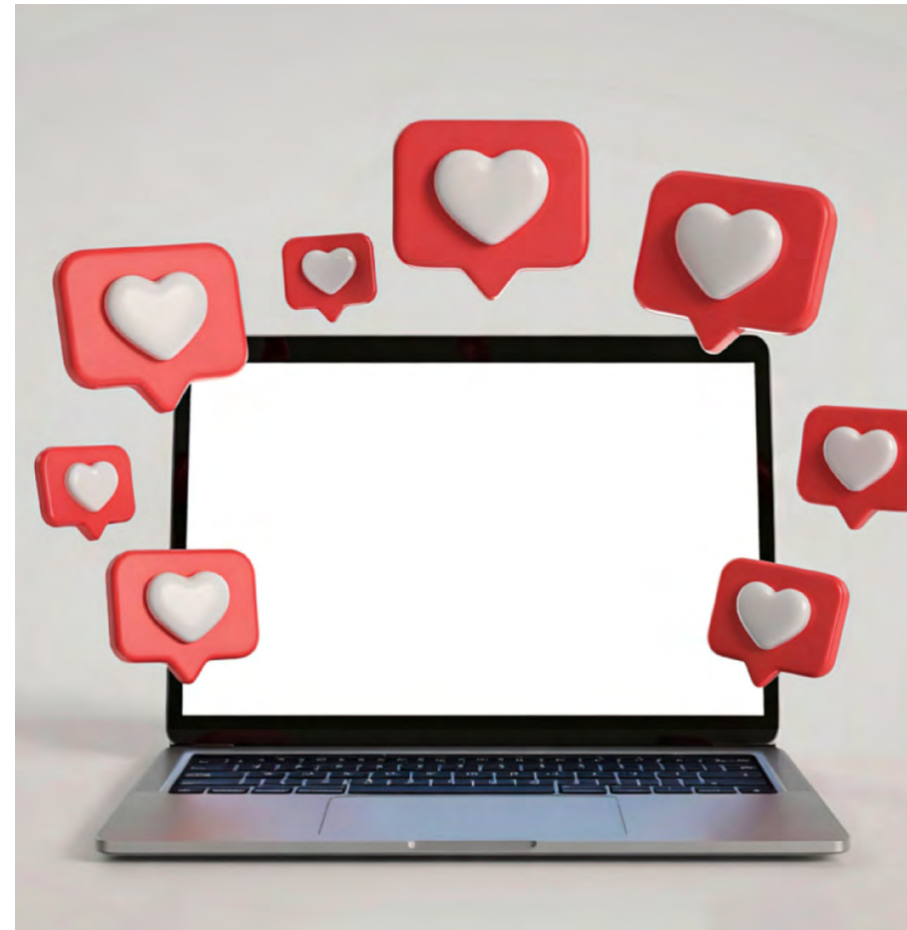
HOW TO REACH GEN Z



Gen Z is the first online-generation, social media is crucial to reach them. Best platforms for Gen Z are TikTok, Instagram, and YouTube.

WHAT TYPE OF CONTENT?

Prioritize short form video content, limit to 90 seconds.



Personal Stories

Narratives grounded in lived experience tend to be more engaging than abstract policy lists.

Behind the scenes

Builds perception of authenticity and shows action/impact.

Educational

Videos briefly explaining something (process/policy).

Interactive

Formats that encourage participation rather than one-way communication. (Q&As, Polls, Livestreams)

Humor/Culture

Utilize trending audio and cultural sensations in creative ways to take advantage of virality.

MESSAGING

INEFFECTIVE

- Heavy reliance on party labels rather than issues.
- Overly polished or scripted communication.
- Dense policy jargon without explaining real-world impacts.
- Fear-only messaging without offering solutions.
- One-way broadcasting instead of opportunities for dialogue.



EFFECTIVE

- Lead with issues, not the party.
 - Introduce topics like housing, climate, affordability, or political reform before asking people to identify with a party.
- Show real people.
 - Feature community members, volunteers, candidates, and supporters discussing how issues affect them.
- Use short-form video as the primary discovery tool.
 - Repurpose successful content across TikTok, Instagram Reels, and YouTube Shorts.
- Provide clear next steps.
 - *End content with invitations to learn more, attend events, volunteer, or vote.*
- Maintain consistency across platforms.
 - Reinforce the same core themes while adapting the format to each platform's style.

THANK YOU



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