

Making Digital Work



Agenda

- 09.30 - Arrival
- 10.00 - Basic Digital Skills
- 11.45 - What makes a good digital organisation?
- 12.30 - Lunch
- 13.30 - Basic Digital Skills scenarios
- 15.00 - Break
- 15.15 - Action plan
- 16.30 - End



digital.scvo.org.uk/onedigital/

Digital uptake

in the

CHARITY SECTOR

and changes to donor behaviour



58% LACK BASIC SKILLS

More charities than ever lack basic digital skills - up from 55% last year

Lacking basic digital skills



£18.8 BILLION

If SMEs and charities were fully digital, they would increase their revenue by an estimated £18.8bn.

and yet

23%

Only 23% of charities are investing any money at all into improving their digital skills.

2x A DIVIDED PICTURE

Digitally mature UK charities are more than twice as likely to see an increase in funding than low-digital-maturity charities



LOW DIGITAL MATURITY

The charity sector is by far the least digitally mature of any UK industry.



The charity sector's digital index is roughly half the UK average and scores 37% lower than the next worst industry.



THE MAIN BARRIERS

More than finances, charities see a lack of time and knowledge as the main barriers to online progress.

% of charities seeing an increase in funding



20% charities receive more than 60% of their donations online

46% charities receive less than 20% of their donations online

27%

Believe they've done all they can online

Lack the skills or staff

17%

20%

Lack of time

Believe it's too expensive

8%

MORE DONATIONS THAN EVER ARE DIGITAL

More than 1/4 charitable donations are now made online, through apps or on mobile devices in the UK. This proportion has been increasing year on year.

47% Almost half of all UK charities still don't have a website.

70% Also, 70% charity websites don't have fully responsive homepages, and 63% have slow page load times.



Still, 58% of charities don't believe having a website would increase their funding.

Nearly 70% say the same about social media.

MOST DONORS RESEARCH CHARITIES ONLINE

75%

75% of donors use online resources to research charities before placing a donation.

40%



40% donors use mobile devices to learn more about charities and 25% discovered one they weren't previously aware of using a mobile.



76% of donors go online to research charities after seeing online ads, compared to 58% who research online after receiving a direct mail ad

57% YouTube video viewers go on to donate.

Go ON UK – Basic Digital Skills framework

| | Managing information | Communicating | Transacting | Problem-solving | Creating |
|---|--|---|--|---|---|
| Description | Find, manage and store digital information and content | Communicate, interact, collaborate, share and connect with others | Purchase and sell goods and services, organise your finances and use digital government services | Increase independence and confidence by solving problems and finding solutions using digital tools | Create basic digital content in order to engage with digital communities and organisations |
|  Safety | Assess the accuracy of sources of information; use security tools when browsing; regularly update and run virus-checking software; manage parental controls | Understand how to manage your identities; protect yourself from scams; use the right security settings (including parental controls); protect your customer data | Use secure websites for financial transactions; protect your personal data; respect the privacy of others | Use accurate sources of support; avoid malicious websites, scams and pop-up windows | Be aware of copyright law; protect your personal data; respect the privacy of others |
|  Actions for organisations | <ul style="list-style-type: none"> • Store digital information on suppliers and customers • Search for new suppliers to find the best deals • Understand who uses your website • Discover potential growth opportunities for your business | <ul style="list-style-type: none"> • Maintain customer and client relationships • Use social media to promote your business and connect with new customers • Improve your customer service by providing accessible product information and answers to frequently asked questions | <ul style="list-style-type: none"> • Maximise your selling potential through a website • Save time by applying for government business permits and licences • Manage invoices and accounts • Receive payments or donations • Protect yourself from fraud or scams | <ul style="list-style-type: none"> • Save on business travel and be more efficient by using video conferencing • Quickly understand which products and services work based on online feedback • Interpret simple analytics to improve website performance • Get solutions to problems from safe, accurate sources | <ul style="list-style-type: none"> • Create an informational or e-commerce website • Create content (pictures, logos, text) to promote your organisation and reach customers • Use social media and create communities to engage with customers • Create resources to improve employee skill levels |

Basic Digital Skills: Group Discussion

- Form groups of 3 and 4 and talk about Basic Digital Skills
- Don't be in a group with someone else from your organisation!

Topics:

- Where are your organisation's digital skills gaps and what you think you can do about them? Refer to the Digital Skills Audit you previously undertook
- Are there simple and effective ways to address these problems?
- How are digital skills viewed across the organisation (board, CEO, management, frontline staff, volunteers)?
- Are there any specific problems based on the kind of work your organisation does?

DIGITAL NATION?

Facts, stats
and how to
close the gap

who's
offline?

no
digital
skills

never
used

narrow
users
< 1 activities

disabled

no quals

65yrs

< £12.5k

WELCOME TO THE
**OFFLINE
NATION**

POP. 11M

LOW INCOME • ELDERLY • DISABLED

We don't
need the
web

Let's raise
awareness

MOTIVATION

82% of people who don't have the
internet at home say it's because
they **have no interest**

SKILLS + CONFIDENCE

88% feel more
confident after they get
help to use the internet

We don't
have the
skills

We'll help
you learn

Get help
with access
at home

We
don't have
access

SUSTAINED ACCESS

20% say **cost** is
why they're not
online at home

< 1% say **poor
broadband
access** is why
they're not
online

Jobs

People with good
ICT skills earn between
3%-10% more than
those without.

72% of employers
wouldn't even interview
entry level candidates
with no IT skills.

Money

Getting online
increases lifetime
earnings by >£8300

By 2016 British
people will buy
£223bn worth of
online goods
and services

Social

33% of people
got online to
communicate with
friends and family.
In 2011 the UK
business participation
effect of Facebook
was £1.3bn

Public services

Digital by default services
are more efficient and
convenient for users. 93%
say GOV.UK is easy to use.
The government could
save as much as £70bn
by 2020 if it adopted
plans to work smarter
and digitise its
activities

Health

36% visited their
GP less after using
NHS Choices.
If just 1% of GP visits
were converted to
NHS Choices visits,
it would save
close to £308m

Education

A person with
a degree is 3 x
more likely to use
the internet than
one without.
Being online
drives >£768m
from educational
attainment
and lifetime
earnings

BENEFITS

WELCOME TO THE
**ONLINE
WORLD**

POP. 36M

BETTER OFF • YOUNG • EDUCATED

99%
of 16-24
yr olds

who's
online?

90%
of ABC1s

95%
of
graduates

99%
of £40k+
earners

75%
of
households

internet
access

smart
phone

laptop

tablet

access
wi-fi, signposting
+ partnership

intermediaries
trusted partners
helping hard-to-
reach people

inspiration
showing the web
as relevant
and fun

hyperlocal
delivery
friendly
informal
community
spaces

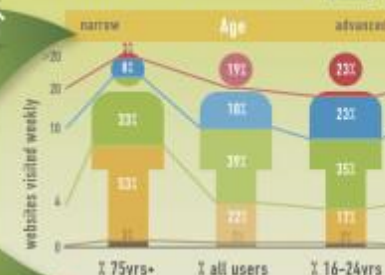
outreach
helping people
where they live,
work and
play

online learning
own pace, any
place, bite-sized,
pick 'n' mix

local marketing
calls to action
from local
brands

1-1
support
volunteers
and expert
tutors

user activity



**TINDER
FOUNDATION**

WE MAKE GOOD THINGS HAPPEN
WITH DIGITAL TECHNOLOGY

Nov 2013

A Good Digital Organisation: Group Task

- Form groups of 3 and 4 and talk about what you think a good digital organisation would look like
- Topics:
 - How is the organisation structured? Does everyone have to be in the office together?
 - Can services be provided more efficiently or across a wider basis (time and area)?
 - How does the organisation measure success?
 - Does everyone in the organisation use digital tools and technologies?
 - What are staff focused on?
 - How does digital fit in with everything else the organisation is doing?

A Good Digital Organisation



Lunch

After lunch: What have you seen online that has inspired or amused you? Share with the group!

Basic Digital Skills: Scenarios



DIGITAL NATION?

Facts, stats and how to close the gap

who's offline?



WELCOME TO THE
OFFLINE NATION
POP. 11M

LOW INCOME • ELDERLY • UNEDUCATED

who's online?

99% of 16-24 yr olds

90% of ABC1s

95% of graduates

99% of £40k+ earners

75% of households

WELCOME TO THE
ONLINE WORLD
POP. 36M

BETTER OFF • YOUNG • EDUCATED



WHY WE'RE NOT ONLINE

20% say a **lack of online skills** is why they have no broadband at home

82% of people who don't have the internet at home say it's because they **have no interest**

MOTIVATION

82% of people who don't have the internet at home say it's because they **have no interest**

We don't need the web

Let's raise awareness

SKILLS • CONFIDENCE

20% say a **lack of online skills** is why they have no broadband at home

88% feel more **confident** after they get help to use the internet

We don't have the skills

We'll help you learn

SUSTAINED ACCESS

20% say **cost** is why they're not online at home

< 1% say **poor broadband access** is why they're not online

We don't have access

Get help with access at home

HOW TO CLOSE THE GAP

access
wi-fi, signposting + partnership

intermediaries
trusted partners helping hard-to-reach people

inspiration
showing the web as relevant and fun

hyperlocal delivery
friendly informal community spaces

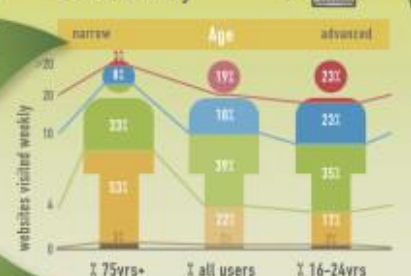
outreach
helping people where they live, work and play

online learning
own pace, any place, bitesized, pick 'n' mix

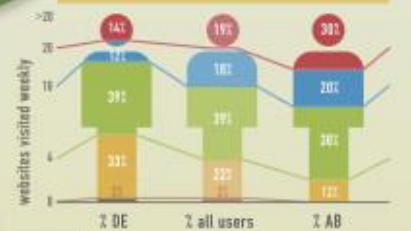
local marketing
calls to action from local brands

1-1 support
volunteers and expert tutors

user activity



Socio-Economic



Jobs

People with good ICT skills earn between 3%-10% more than those without.

72% of employers wouldn't even interview entry level candidates with no IT skills.

Money

Getting online increases lifetime earnings by >£8300

By 2016 British people will buy £221m worth of online goods and services

Social

33% of people got online to communicate with friends and family.

In 2011 the UK business participation effect of Facebook was £1.1bn

Public services

Digital by default services are more efficient and convenient for users. 93% say GOV.UK is easy to use.

The government could save as much as £70bn by 2020 if it adopted plans to work smarter and digitise its activities

Health

36% visited their GP less after using NHS Choices

If just 1% of GP visits were converted to NHS Choices visits, it would save close to £108m

Education

A person with a degree is 3 x more likely to use the internet than one without.

Being online drives >£768m from educational attainment and lifetime earnings

BENEFITS

personal

economic



TINDER FOUNDATION

WE MAKE GOOD THINGS HAPPEN WITH DIGITAL TECHNOLOGY

Nov 2013

Temperature Check and Find a Buddy

- Stand in the corner of the room where the digital skill you think your organisation is most lacking is marked on the wall
- Find another person in that group and exchange contact details. You two will be there to support each other and talk about some of the challenges or successes you have effecting change within your own organisations

Action Plan

- Fill in your action plan with an ambitious idea that you can realistically hope to have implemented. It should address the digital skill you think your organisation is lacking
- One action is to set a date to speak to your new buddy
- Have a backup action in case your main action doesn't progress
- Write a 140 character statement of intent - we're going to tweet these at the end

Next Steps

- Resources
 - Digital Unite platform and resources
 - Twitter: @digiscot #onedigital
 - Follow up call from One Digital team one month from now
 - One Digital newsletter
 - digital.scvo.org
 - Within the next week week you will receive an email from One Digital with evaluation form (<http://goo.gl/UgmhfC>), resource pack and a copy of these slides

Want to evaluate now? Scan this ->

