

Who?



- ✓ SCVO
- DIGITAL MENTORS
- BIG LOTTERY FUND
- YOU



SHARE WITH YOUR NEIGHBOUR

SUCCESS & CHALLENGE

Agenda

Digital and why it's important

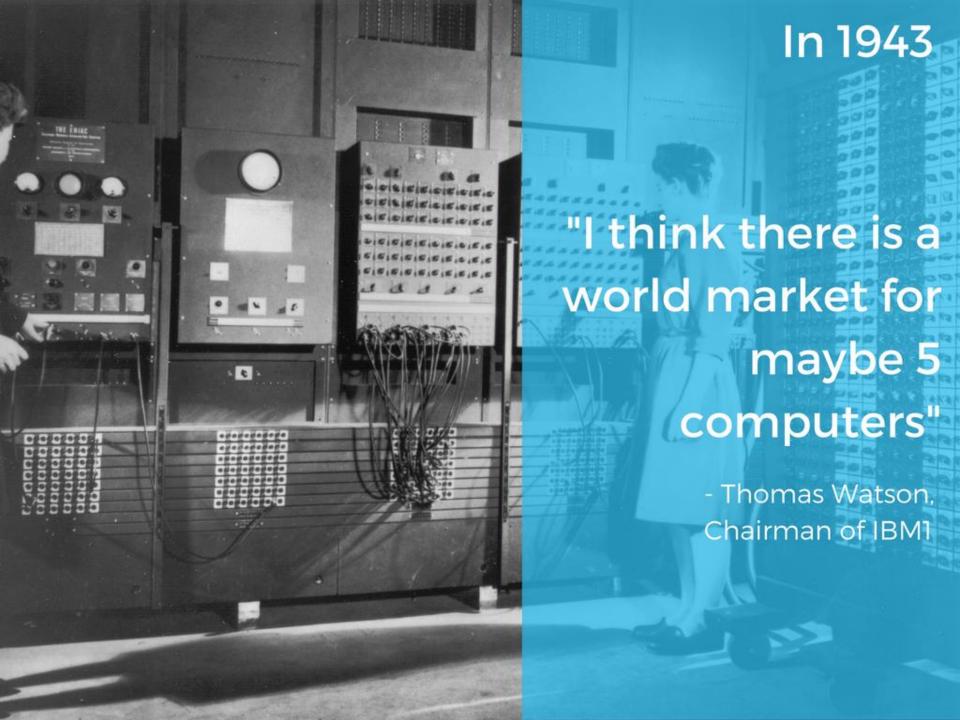
5 basic digital skills

Have a go- digital tools

A good digital organisation

Overcoming challenges

Action plans



In 1977

"There is no reason why anyone would want a computer in their home"

-Ken Olson, Digital Equipment Corp





In 1995

"The director of the MIT Media Lab, predicts we'll buy books straight over the Internet. Uh, sure."

kindle

-Clifford Stroll, Newsweek

digital

adjective

"Applying the culture, practices, processes and technologies of the internet era to respond to people's raised expectations"

Digital and the third sector



Review the infographic - any statistics that surprise you?



donors research online



charities have a website



have basic digital skills

Basic Digital Skills

Managing Information

Communicating

Transacting

Problem Solving

Creating















MailChimp. facebook for nonprofits



































Transacting













Problem solving



Evolution - becoming a digital organisation



"This is the challenge for the charitable sector - the potential need to redesign their own organisations at the same time as changing the way they deliver services to end users"

Baroness Martha Lane Fox







There's a growing appetite... but at the moment I don't think we're at the hungry stage consistently across the sector yet"

Zoe Amar, Digital marketing consultant



Charity people are just nicer than elsewhere.
That's great - but it does mean that there's a lot of decisions by committee"

Rosie Slater, British Red Cross







You don't have to do it the way you've always done it - there's better, quicker, cheaper options to look at"

Senior spokesperson, GDS



Tech puts power into people's hands and has the potential to change both attitudes and lives"

Nigel Kershaw, Big Issue, Executive chairman



A good digital organisation



Data driven

User focused

Time to innovate 2%

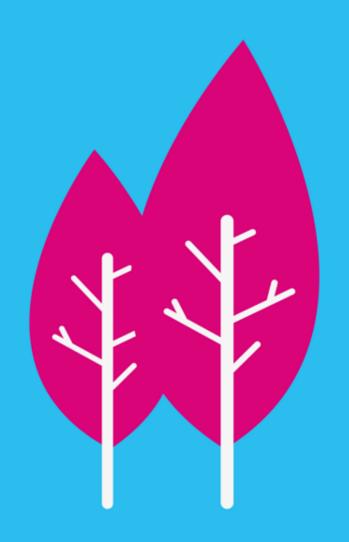




Scenarios

what would you do?

What could you be doing digitally?



Find a buddy



