



CAST

Driving social change
with digital technology

There is evidence all around us of the impact of digital technologies on our lives: from the look of the physical high street; to the ways we communicate and consume media; to the brands we recognise and the ways we search for information, connections and resources. With [93% of adults](#) carrying a powerful computation and communications device wherever they go, we have already seen [a transformation](#) to a connected world of information seeking, media consumption, conversation and sharing. Habits and behaviours; work and communicating; entertainment and consumption have changed due to the developments and use of digital technology.

Alongside these everyday experiences, we've witnessed whole new sectors emerge like fintech, digital manufacturing and cloud computing. We've seen existing sectors entirely disrupted by developments in technology, where household names like Kodak and Yellow Pages are replaced by Instagram and Google. We've seen new business models emerge that generate billion-dollar companies that seemingly appear overnight, and development approaches that allow a small startup team to out-compete established industry giants.

Of course there's a weight of research too that qualifies and quantifies the scale of this change (for example [Digital Day](#), [UK Business Digital Index](#) and from [Ofcom](#)) as well as more about how that affects charities (for example [The New Reality](#), [Charity Boards](#), [Digital Revolution](#) and [Digital Transformation](#)).

The digital revolution isn't about apps and websites; it's about a fundamental change in the way in which we find information, people and support. It's about shifting power from established organisations and institutions towards individuals and their communities who now have the tools to create, share and organise. The digital revolution is the opportunity to [empower people](#) and their communities to lead by supporting vital community organisations to respond to this dramatically changing context.

[CAST](#) works to do this. We support existing charities to understand how they can make the best use of digital technology, not only to deliver services to their communities, but also help them to become robust organisations fit for this changing digital context. This is not just about developing digital capabilities, but developing the skills, processes and tools that put people at the heart of development and services.

CAST Digital Fellowship

The Digital Fellowship is a unique opportunity for senior charity staff (CEOs, aspiring CEOs or senior managers) to develop a better understanding and use of digital technology. It will support them to become leaders of their organisation's - and indeed the sector's - digital development.

The six-month programme consists of eight half-day workshops held at different tech- and startup-focused locations, such as coworking and maker spaces. The sessions are led by a range of experts from the CAST network and offer a very practical, hands-on approach to learning.

Fellows will gain:

- An in-depth understanding of how digital technologies can best support their missions
- A good grasp of the processes of digital innovation and design
- Support with building and implementing a digital strategy
- A strong network of other charity leaders
- Direct access to tech experts and supporters
- The skills both to support their own organisations and their wider networks in realising the potential of digital technology for social change.

In addition, their organisations will gain:

- Experience designing and building a new digital product or service
- Training in Product Ownership and use of the [GitHub code repository](#) used by nearly all programmers.

The Fellowship takes the form of a progressive action learning set, where the Fellows develop by working with digital domain experts, designing digital products and using methodologies and tools that can be applied immediately in an organisation to improve service delivery, reduce costs and free up staff time.

The programme is underpinned by a clear focus on digital leadership and pathways to digital transformation. The core learning sessions focus on:

- An introduction to digital trends
- Lean startup methodology and agile processes
- Strategies for integration and organisational change
- User-centred services and service design
- Fundamentals of building technology
- Social business canvas, business models and sustainability
- Working with developers and development agencies
- Scaling and partnerships in tech for good
- Measurement and evaluation in digital

The programme ends with a 'hack', where each charity is matched with a team of developers to rapidly design and develop a new tangible digital product or service. This is an opportunity for Fellows to disseminate their learnings to their teams, and to engage other people in their organisation – fundraisers, project managers, marketing and PR officers or trustees – in the planning of a new digital product. Following a one-day intensive design workshop, the team of developers will liaise with the charity remotely over the course of a week's 'design sprint' to create a working prototype.

Following this there is an opportunity to engage further with the development team on an additional '[build sprint](#)', where their team of graduate developers will hone the prototype into a working MVP, or Minimum Viable Product.

Fellows are actively involved in this programme for an equivalent of 15 days, where they work through a variety of focused pathways towards digital leadership and transformation. We will consult with successful applicants around specific logistics ahead of each cohort starting.