Exploring the role of Digital for your Charity

Trustee and Senior Leader Workshop 1

Zoe Amar & Joyce Borgs
21 January 2021

www.wearecast.org.uk

We're here to radically improve how digital is used in charities

Free services and funding to transform social impact

Services

Our services and tools help you deliver more impact. All free.

Digital Candle

Get free expert advice on any digital challenge. 239 experts available.

BEYOND
2020/21
FINANCIAL WELLBEING
EARLY YEARS

Beyond

Powering nonprofits with design and digital skills

Service recipes for charities

Practical guides to help charities reuse and learn from one another's services.

Browse recipes

Latest recipes

Service Recipes

Quickly implement digital solutions with these practical, proven recipes.

https://www.thecatalyst.org.uk/

Check in - which image more represents how you feel about digital? And why?

NI Trustees Digital Project
Workshop 1
21 January 2021

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What we'll cover today

1. Agree definition of digital

2. Create shared understanding of answers to key questions about digital

3. Plan where your charity needs to be by 2023 and what you need to get there

4. Action plan for how to put next steps into practice

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Icebreaker

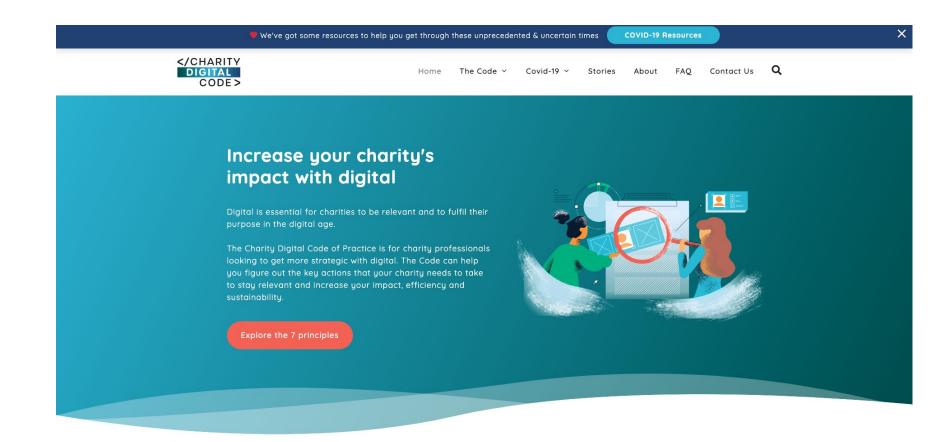What is your definition of digital?

How The Charity Digital Code of Practice defines digital

Applying the culture, practices, processes & technologies of the Internet era to respond to people's raised expectations

@coopdigital

What would your definition of digital be?

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Key points from The Charity Digital Code of Practice

1. Leadership is key
2. Users first
3. Culture eats strategy
4. Strategy is everything
5. Invest in skills
6. Manage risk and ethics
7. Be agile and adapt

More at:

https://charitydigitalcode.org/covid19/trustees-checklist-covid19/

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Key questions about digital

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Key questions

About you

1. Where has digital helped or hindered you personally during the pandemic?

Your charity

1. How has your board used digital during the pandemic?
2. How has your charity changed its use of digital during this time?
3. What are you most proud of re Q2?
4. What are the barriers your charity faces in using digital?
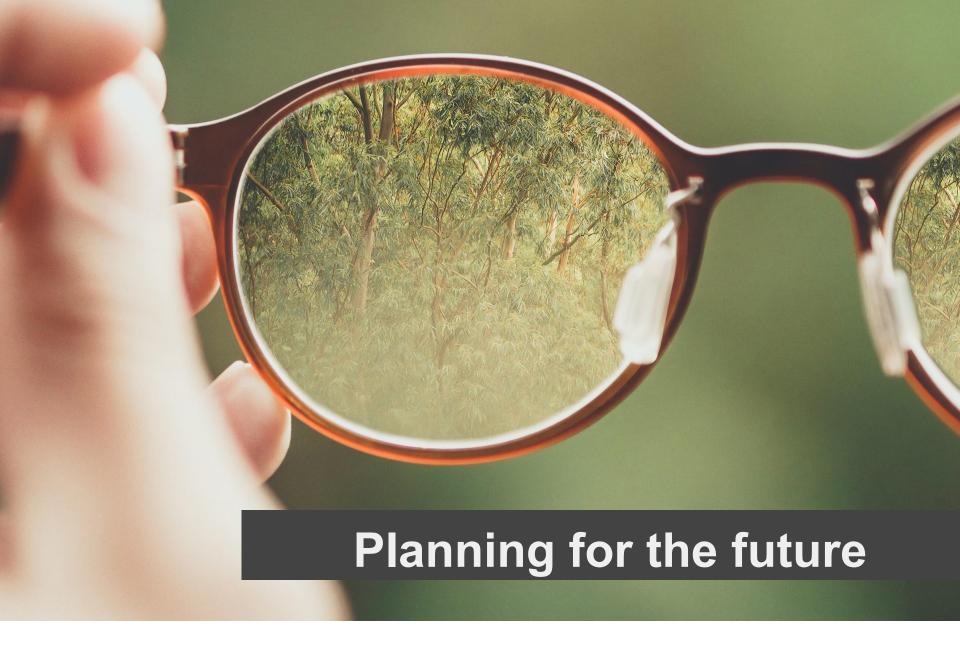5. What could digital look like for your users post pandemic?

Hopes and fears

- What are our hopes for how our charities use digital during 2021?

- What are our fears?

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Planning for the future

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Planning for the future

Let's pull together a digital vision based on your learnings today.

Complete this statement:

"By 2023 we will be doing X, Y and Z so that we can achieve…..and help our users by…..'

- How might your users' use of digital have changed by this time?
- What do you need to do to get there?

NB your vision will need to be flexible. Be prepared to adapt it in the future!

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Action Planning

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Action planning

Action planning

Name 3 things your board could do differently after today

Task (homework for session 2)

What boards personally need from their digital lead or CEO so they're confident about making decisions about digital

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Check out - what are you taking away from today's session?

Thanks for listening. See you next time!

Zoe Amar FCIM

Director, Zoe Amar Digital

zoe@zoeamar.com

077 644 98168

[@zoeamar](https://twitter.com/zoeamar)

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Resources

Digital safeguarding
Human Connection in digital
Cyber security
Digital inclusion resources
Service recipes
Digital trustees
Finding digital trustees
The Charity Digital Code of Practice
COVID-19 Digital Checklist for Trustees and Leaders

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