Digital Resource Guide (Part 1)

What is Digital?

More and more, digital is becoming a part of every aspect of your charity's work. This could mean your use of hardware, software or communications; your behind the scenes in-house workings or your outward-facing service provision. This is great news for efficiency and ease of practice, though digital is constantly expanding and it can feel at times impossible to keep up, especially when as a small charity you have to be discerning.

There are so many fantastic resources out there offering help and guidance, though it can be hard to know where to even begin to look. This guide will point towards where to find inspiration, advice and guidance on all things digital.

As a side note, many of the organisations listed have newsletters, podcasts or social media accounts which can be a great way of staying on top of the latest digital trends. You can also often search on social media to find relevant threads to answer any questions you may have.

Where to begin?

This list of organisations all offer advice and resources to help you explore digital:

Superhighways – advice, training and IT support for small charities and community organisations across London.

Datawise London – training and resources to help your organisation get to grips with its use of data.

Charity Digital – offer training, webinars, podcasts and articles on all things digital. The homepage address is charitydigital.org.uk, simply create a free account to view their helpful articles. It is a great place to start in search of digital inspiration and is the home of the Charity Digital Exchange, designed to help your organisation get tech at discounted prices.

NCVO – have a whole section on their website dedicated to 'Digital and Technology', where you will find the answers to many of your most pressing digital questions.

Charity Comms – a membership network for communications professionals working in UK charities. The website has subsections on digital, brand, media and strategy. Under 'digital' you can find news, case studies and online training sessions, some paid and some free for members. Also worth mentioning is the Charity Comms Podcast. Podcasts can be a great way to effortlessly stay up to date with the latest digital trends. This blog features articles and podcasts from experts on topics such as branding, marketing analytics, online fundraising, campaigning and storytelling.

Nonprofit Tech for Good – a digital marketing and fundraising resource for non-profits including best practices, guides and webinars. Certificate courses are available, though are paid rather than free.

Foundation for Social Improvement (FSI) – guides, templates, best practice and tools available across a range of subjects including digital.

Dot Project – a cooperative working to build digital confidence and resilience within the sector. They have curated some very clear Resource Guides on cybersecurity, data protection and moving to The Cloud to name just a few. They have also made available a very helpful video on How to conduct a tech audit.

Charities Aid Foundation (CAF) – offer advisory services across a range of topics and are especially good on digital fundraising.

Guides and Toolkits

Charity Digital Code – download the best practice guide for an excellent overview, exploration of ethics and advice on how to look to the future. The code will be particularly relevant if your organisation is looking to solidify its digital strategy. There is a very handy glossary of key terms at the end.

Blackbaud's Charity Digital Toolkit – use this toolkit to help your charity take the next step in its journey with digital. It looks at the areas of digital strategy, how to build a case for digital investment and how to use data to improve your fundraising, as well as providing some resources for further reading.

Alidade – an interactive online tool for helping you work through the best technology options for your non-profit.

Catalyst – aiming to be accessible for all levels of digital maturity, Catalyst work to connect charities with free resources. A nice place to start is with their 'In the Café' analogy to explain What we mean by digital. They have a wealth of information available, including both support and guidance. The website has a section of case studies (or 'recipes' in this case) which can be helpful for inspiring digital transformation. Take the time to read a case study from the borough's very own Age UK, 'Using a smart call platform to receive calls remotely'. Another section – Charity Digital Journeys – offers some great advice for building your digital roadmap.

Scottish Council for Voluntary Services (SCVO) – have a very helpful digital section on their website. In particular, there is a really useful set of pages on Digital Tools, which looks at communication platforms, bookings, webinar services and much more. This would be a great source of inspiration if your organisation is looking to advance digitally. Read this guide alongside Catalyst's 'recipes' to see how other organisations are using digital tools.

CAST – offer resources, programmes and initiatives. It is worth keeping an eye on CAST's newsletter if you are considering signing up to any digital programmes for your organisation. From the website, the Digital toolkits are particularly handy to help you on your way with digital projects.

Lightful – is a social media management platform especially for non profits. The website has a blog full of handy reads, including this article on Free Digital Tools for Charities.

Free Online Training Courses

Google Digital Garage – courses on digital marketing, data and various other online skills.

Facebook Blueprint – free marketing lessons across Facebook, Instagram, Messenger and WhatsApp.

Charity Digital YouTube Channel – offers webinars, top tips and practical help on topics including strategy, fundraising and cybersecurity.

Design Hops – a free course from CAST to learn step-by-step methods for designing your charity's online services.

[Reason Digital's Skills Hub](#) – free courses on topics ranging from digital strategy to fundraising to content writing for the web.

[Platypus Digital](#) – a marketing agency dedicated to charities. Free training programmes available.

[The Curve from Third Sector Labs](#) – The Curve is a series of fully-funded 90-minute workshops which aim to build knowledge around best digital practices, raise awareness of digital tools and ultimately help increase impact with digital.

Digital Maturity Frameworks

Completing a digital maturity test can be a great place to begin your organisation's digital journey or start those all-important conversations about digital:

[NVCO Digital Maturity Matrix](#) – will help you explore how your charity is taking advantage of all things digital.

[Data Orchard's Data Maturity Framework](#) – allows you to assess your organisation's use of data.

[SCVO's Digital Check Up](#) – helps you to look at the areas of leadership, culture and skills; tools and equipment; content, marketing and data; cyber resilience and online threat within your organisation.

Where to seek advice

[Digital Candle](#) – is a free service for charities who want a one-hour call with a digital expert. Charities can get advice on any aspect of digital or digital marketing, from digital strategy to Google Ads and from remote service delivery to social media.

[Media Trust](#) – here you can access a bank of skilled volunteers to help with promoting your charity online including content creation, video, digital marketing strategy, PR and communications.

[Donate Code](#) – brings techy volunteers together with charity projects that need design or development work.

DataKindUK [Data Kind Office Hours](#) – free, one-to-one data advice.

[Charity IT Association (CITA)](#) – introduces charities looking to improve their technology capabilities to volunteers with appropriate IT skills and experience.

Google or BT Enterprise Office Hours – Sign up for [free one-to-one mentoring](#) from Enterprise Nation. This would be very handy to better get to grips with your use of Google Analytics.

Richmond CVS have a partnership with [Russell-Cooke Solicitors](#), who offer free advice on subjects ranging from Charity Law to Data Protection. Please contact [Richmond CVS](#) to arrange a chat.

[Digital Charities (Slack)](#) – a peer support forum for digital charities where you can ask for advice from other members. There are different threads for different digital topics. The #whatiuse thread is great for sharing experiences with different tools, programmes and software.

Funding

NCVO offer advice on [How to get funding for digital technology](#).

The Catalyst have written this helpful article: [How to apply for Digital Grant Funding](#).

[Fat Beehive Foundation](#) – provide small grants for digital products to small UK charities.

[Clothworkers Foundation](#) – Open grants programme will fund tech and digital equipment.

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