



Lessons and learnings from the 2020 Charity Digital Skills Report

13 October 2020

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What we will be covering today

- Key highlights from The Charity Digital Skills Report
- Case studies from The Charity Digital Code of Practice
- Resources

Name the biggest digital opportunity and challenge you see over the next 6 months



About The Charity Digital Skills Report

- Annual barometer of the sector
- Influences government policy
- 429 responses from charities of all sizes



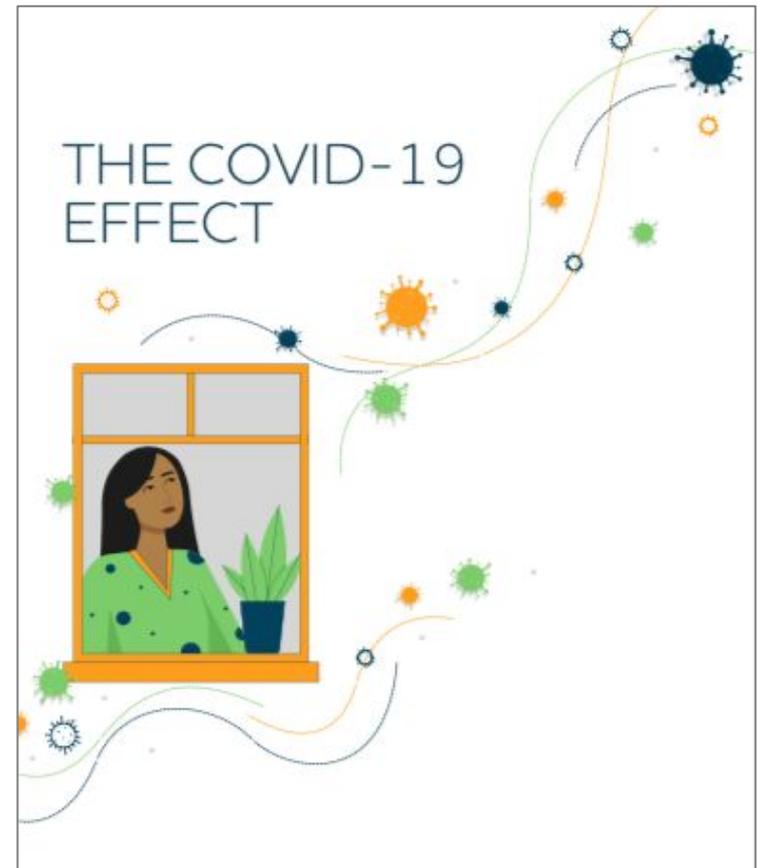
1. Digital service delivery

61% will be offering more online services

27% cancelled services, because their charity or users don't have the necessary tech

Top 3 support needs:

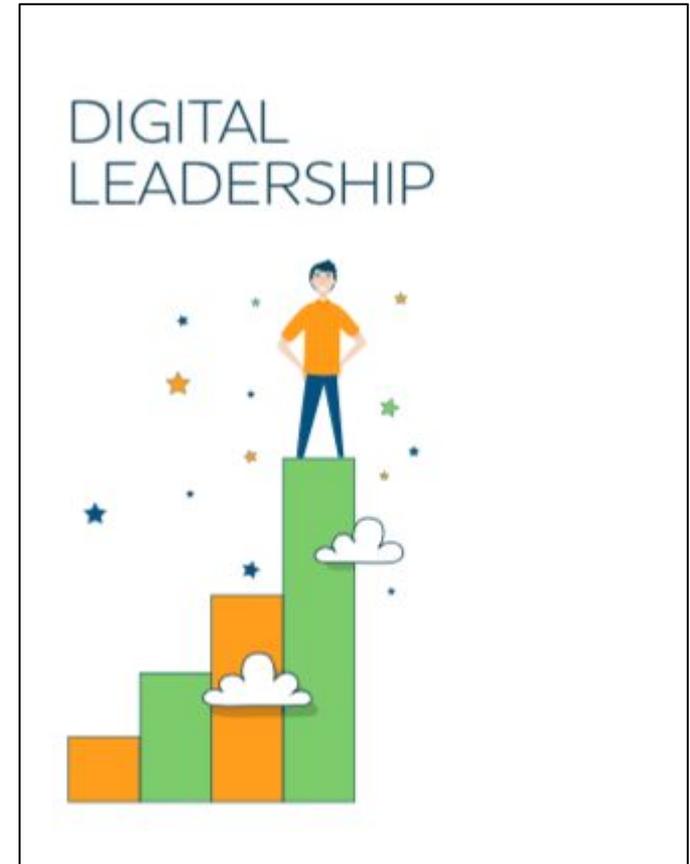
- 47% are interested in how to help their users access services online.
- 46% want guidance on what works with digitising face-to-face services.
- 44% want to help the team adjust to change.



2. Governance and strategy

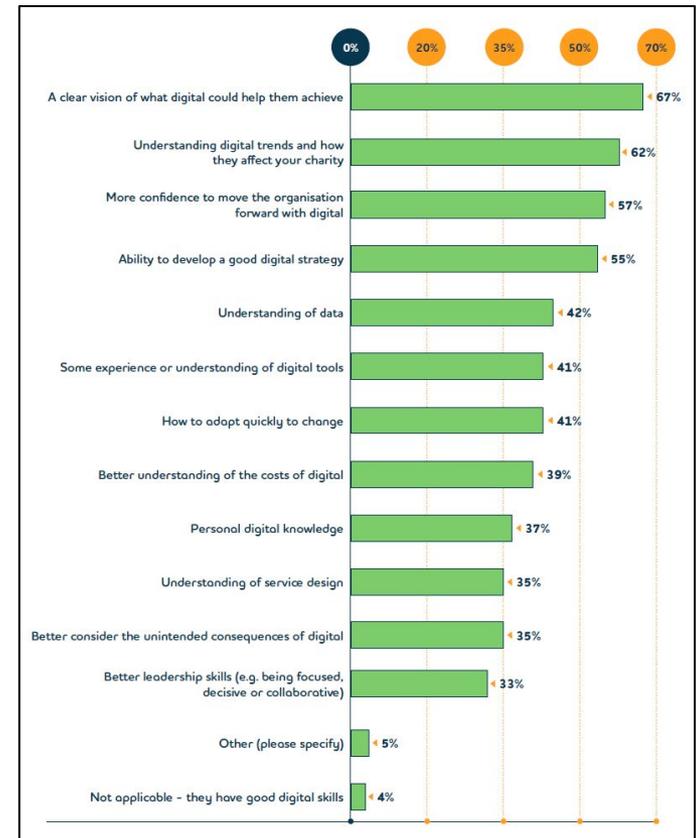
- 66% rated their **board's digital skills as low or having room for improvement**
- Just over half (51%) of charities still **don't have a strategy for digital** (whether that's a standalone strategy or integrated with the organisational strategy)

67% want their leadership team to offer a clear vision of what digital could help them achieve.- one of the most pressing needs for charities



3. Leadership

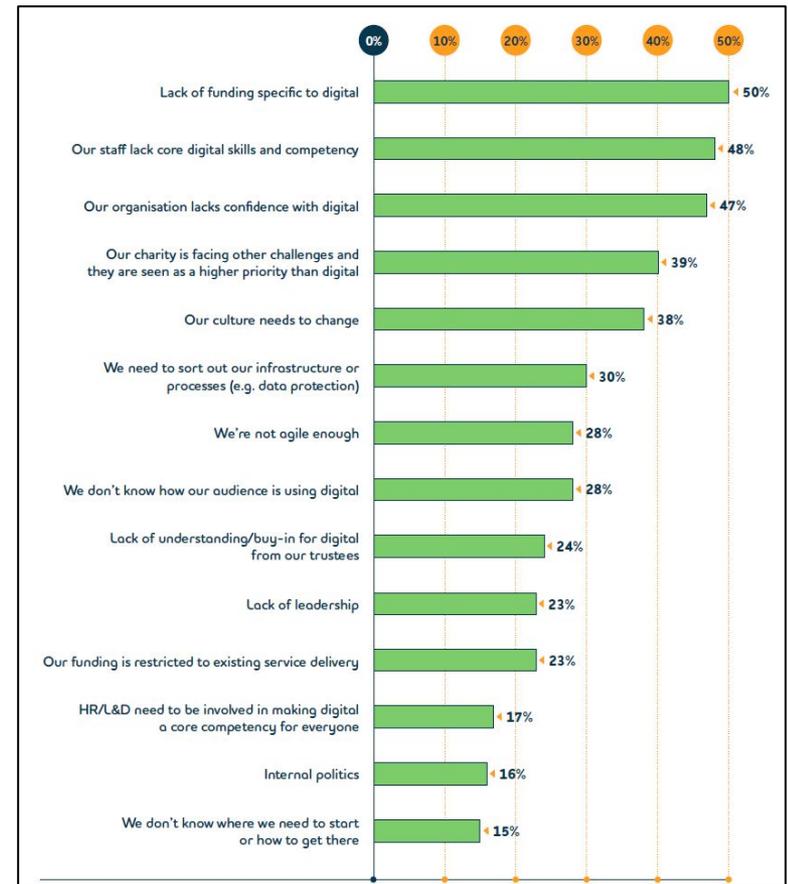
- 62% want their leadership team to understand the key trends and how they affect charities, up from 57% last year, and almost matching the 63% who wanted this in 2018.
- 57% want their leaders to **be more confident** in moving their charity forward with digital.
- 55% want their leaders to develop a good digital strategy**, down from 64% in 2019.



4. Barriers to digital progress

1. Lack of funding is the biggest barrier (50%)
2. Staff skills 48%
3. Organisational lack of confidence 47%.

Similar to 2019.

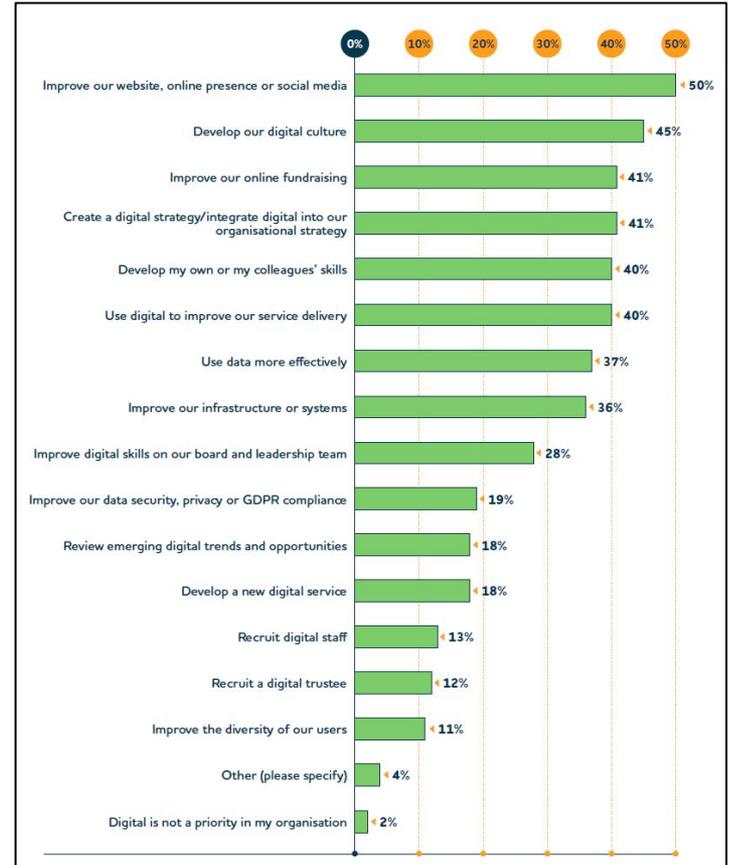


5. Priorities

Top 3 priorities:

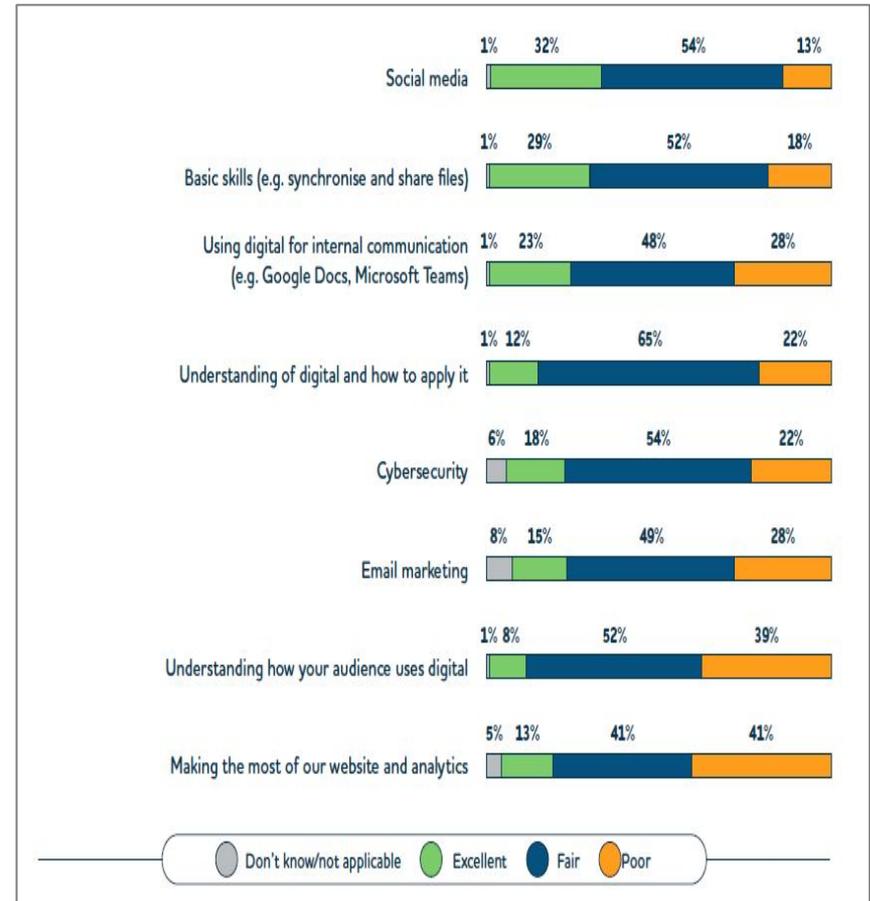
1. Improve our **website**, online presence or social media
2. Develop our digital **culture**
3. Improve our **fundraising**

Similar responses pre and post Covid



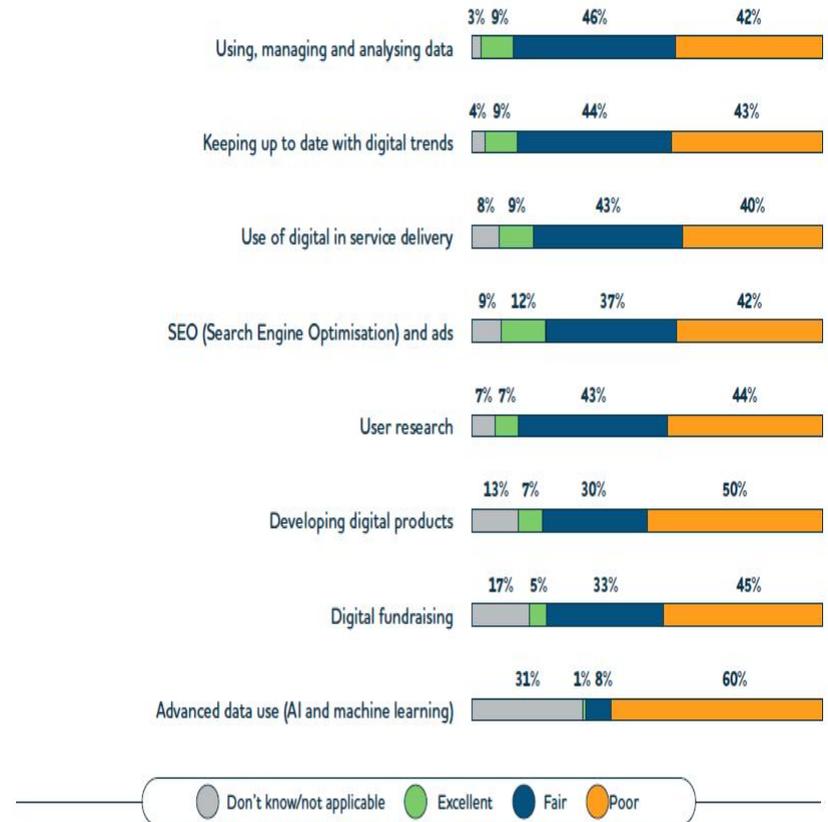
6. Skills

- Social media is the highest rated skill (32% specifying excellent) and this has grown over the years.
- Email marketing seems to be a skills gap, with 28% rating themselves as poor and 49% as fair. Last year, 62% rated themselves as good to fair.
- Meanwhile, 79% say that they have fair to poor skills in SEO and ads, which has risen from 58% last year.
- It is also a concern that 82% rate themselves as fair to poor with making the most of their website and analytics.



6. Skills

- 42% are poor at using, managing and analysing data
- Digital fundraising is also an area where charities lack confidence. This is one of the weakest areas for charities, with 45% saying that they are poor at this.



7. Diversity

- 25% say that they need to improve diversity amongst staff with digital responsibilities.
- This is much lower than 41% last year.



Discussion



The Charity Digital Code of Practice



The Charity Digital Code of Practice

YOUNG LIVES vs CANCER CLIC SARGENT

CLIC Sargent have used the Code to:

- Work closely with users to develop more user led content, including their new website
- Changing their culture, by developing a digital competencies programme. This came from doing a digital skills audit, prompted by the Code
- Setting up a Digital Innovation Forum of external experts who will provide challenge and guidance
- Refining its digital vision and using this focus to reduce the number of digital projects it delivers- focus on MVP principles

“Now we will be moving forward with developing more of a test and learn approach, which will help us get projects off the ground such as starting a podcast for young people, and offering robots in schools. We have been building our partnerships with other charities and also been working on gaming. We wouldn’t have had the bravery to do these things before.”

The Charity Digital Code of Practice

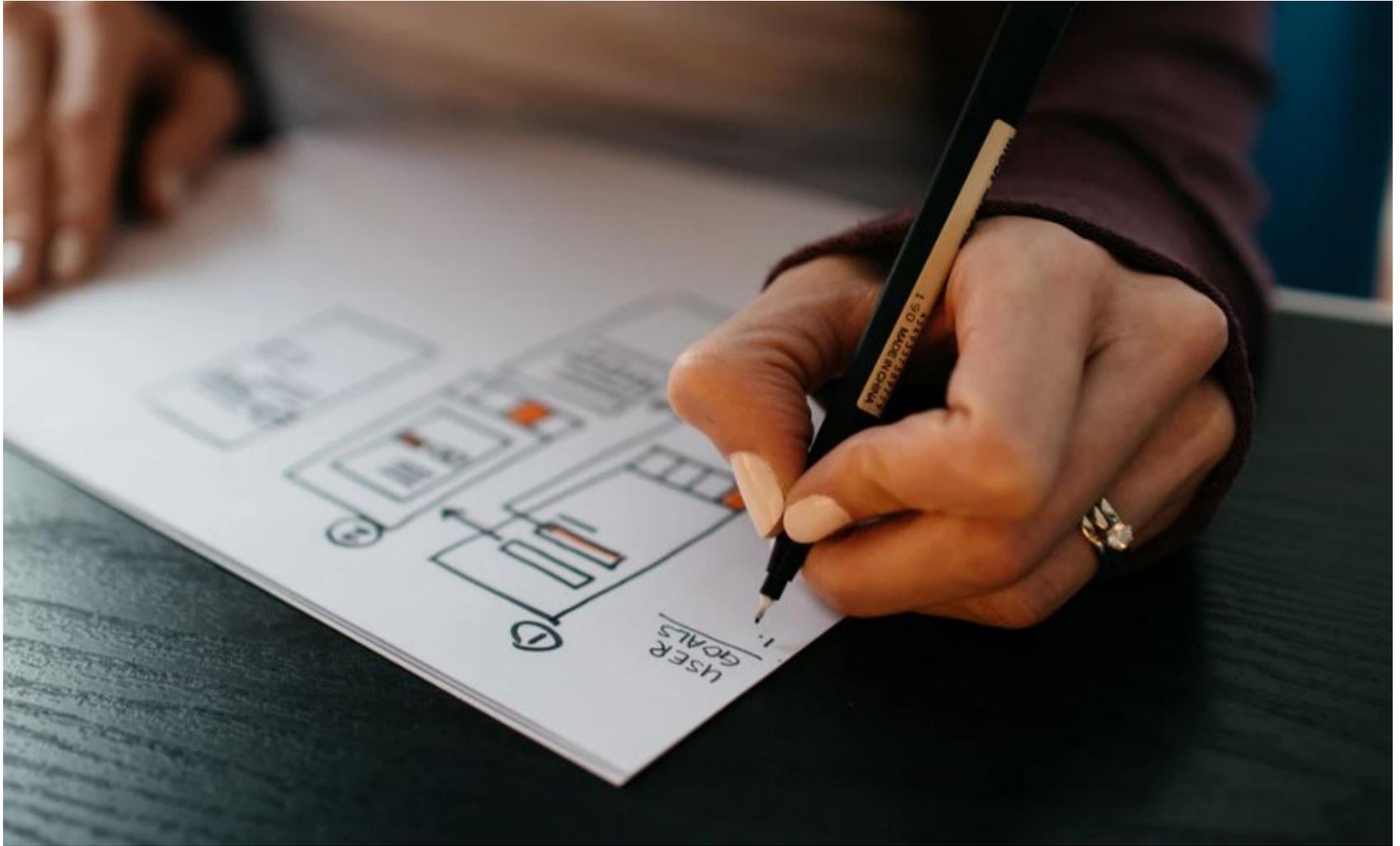


Rainbow Services mobilised quickly and used digital to:

- Work with their Epping Forest partners to co-ordinate expressions of interest to offer or receive help during the pandemic
- Work with the local council to set up a community hub. Rainbow Services co-ordinated volunteers and needs using a digital tool (enabling closer referrals to agencies)
- Piloting a volunteer matching app with Essex Council

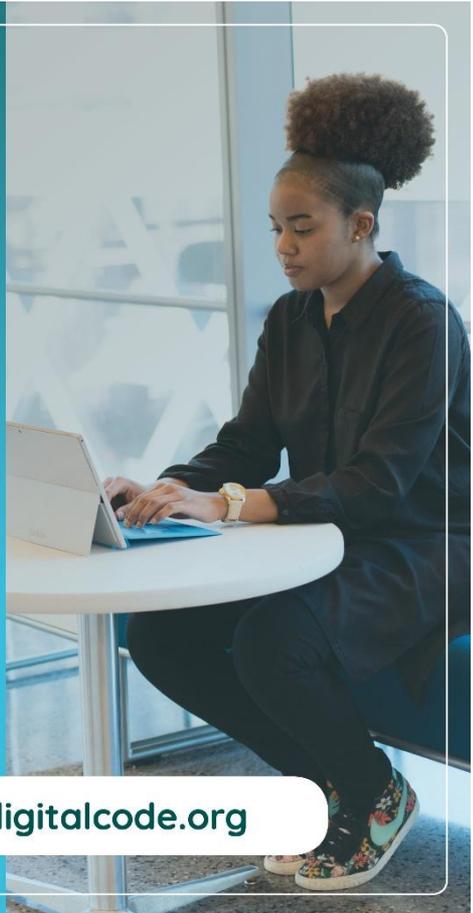
“Because we were part of the Code at the beginning, and we’d used the Code to prep our staff and trustees, we were in the right mindset to innovate and do new things. It’s all about being open to new ideas and it means we can now react to new digital opportunities.”

Next steps



Resources

- [Charity Digital Skills Report](#)
- [The Charity Digital Code of Practice](#)
- [COVID-19 digital checklist for trustees](#)



Help your charity achieve its goals

#charitydigitalcode

www.charitydigitalcode.org

Thanks for listening. See you next time!

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