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Thriving with Digital– increase your charity's resilience, income & influence
6 September 2022
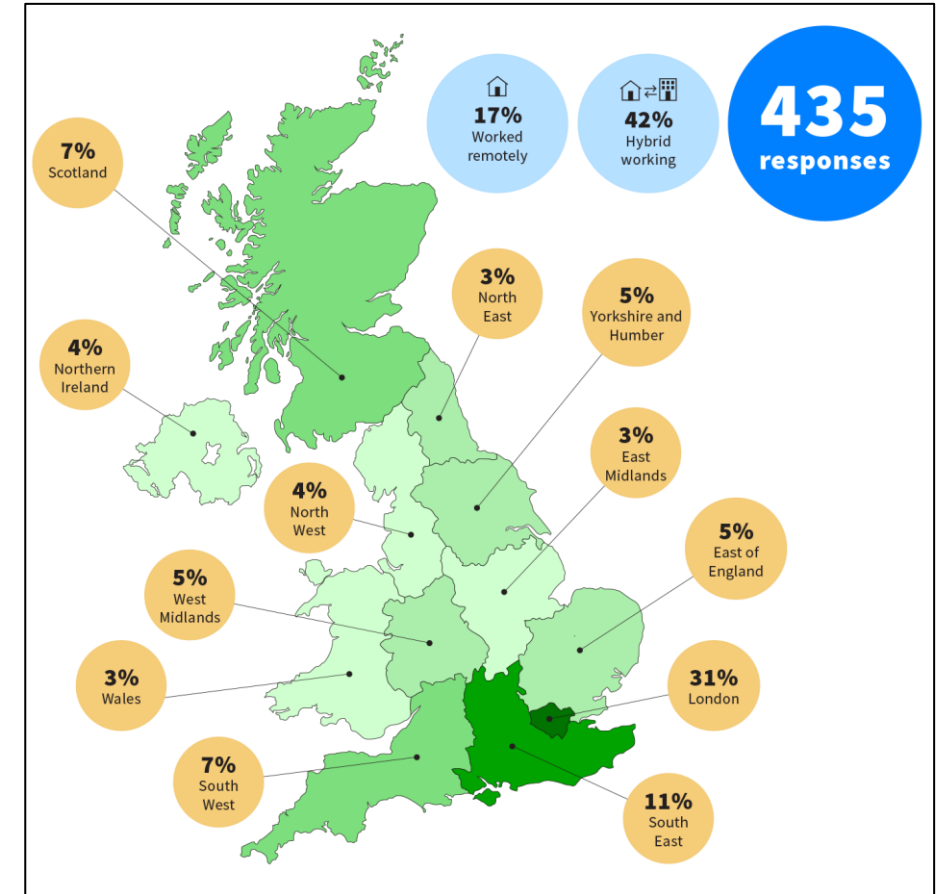
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What we'll be talking about today

1. Digital skills trends
2. Benchmarking your charity
3. Plan your next steps

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Share 1 digital skill you'd like your colleagues to develop and why

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About The Charity Digital Skills Report

- Annual benchmark tracking digital skills (5 years old)

- New Q's about the impact of the pandemic / future plans

- Roles: CEO or leadership (50%), Management (23%), staff (28%), Trustee or Board (12%)

- 62% Small (under £1m), 38% Large (£1m+)

17% Worked remotely

42% Hybrid working

435 responses

7% Scotland

4% Northern Ireland

3% North East

5% Yorkshire and Humber

3% East Midlands

4% North West

5% West Midlands

5% East of England

3% Wales

31% London

7% South West

11% South East

https://charitydigitalskills.co.uk/

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How COVID-19 has changed the sector

In the last year:

- **55%** have adapted to offer hybrid services (i.e. online and in person), less than the 71% last year
- **48%** have seen demand for digital services increase (70% in 2021)
- **53%** offering new online services (83% in 2021)
- Only **3%** cancelled services due to lack of skills and tech internally and 5% amongst users - 22% and 20% last year
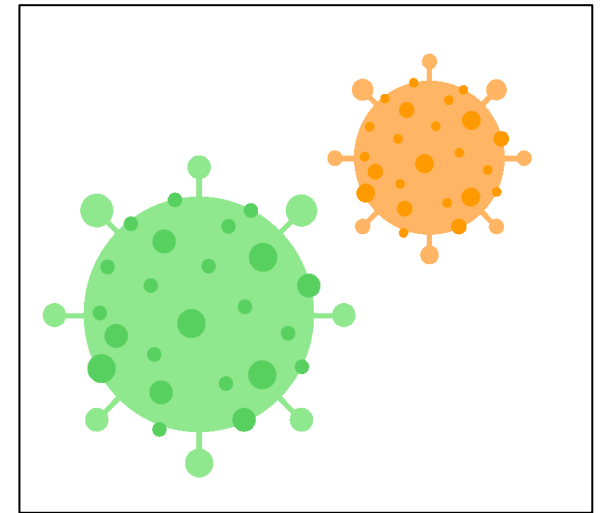
How COVID-19 has changed the sector

Embedding remote working
- More than half **(52%)** are changing the way they are working to improve remote working, 35% see this as a key priority
- 1 in 5 **(19%)** recruiting in new geographical areas

Digital skills in the workforce
- Overall, **22%** are recruiting new digital roles /changing roles to include
- these responsibilities
- 1 in 5 (**19%**) incorporating digital skills/ ways of working in job descriptions
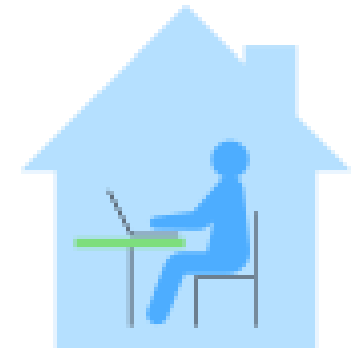
What does this mean for you?

- How has your charity's use of digital changed since 2020?

- How has this affected your plans for the future?
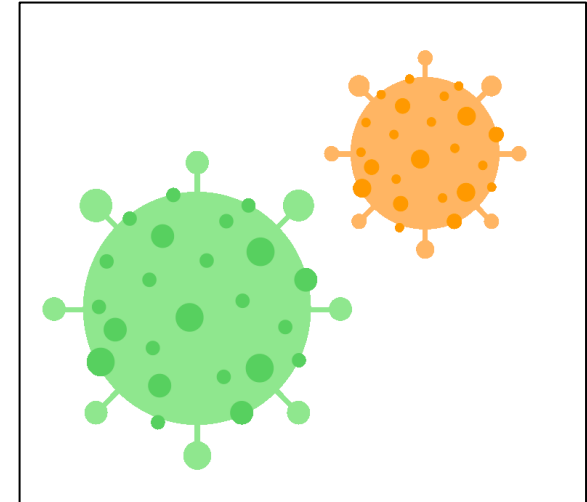
Digital strategy

- **56%** of charities now have a strategy in place for digital (60% in 2021, 49% in 2020)
- Creating a digital strategy / integrating digital is important for **40%** of charities (29% in 2021)
- Almost three quarters (**72%**) are actively working to progress with digital
- Number 1 priority = Improving website, social media and online presence (**68%**)

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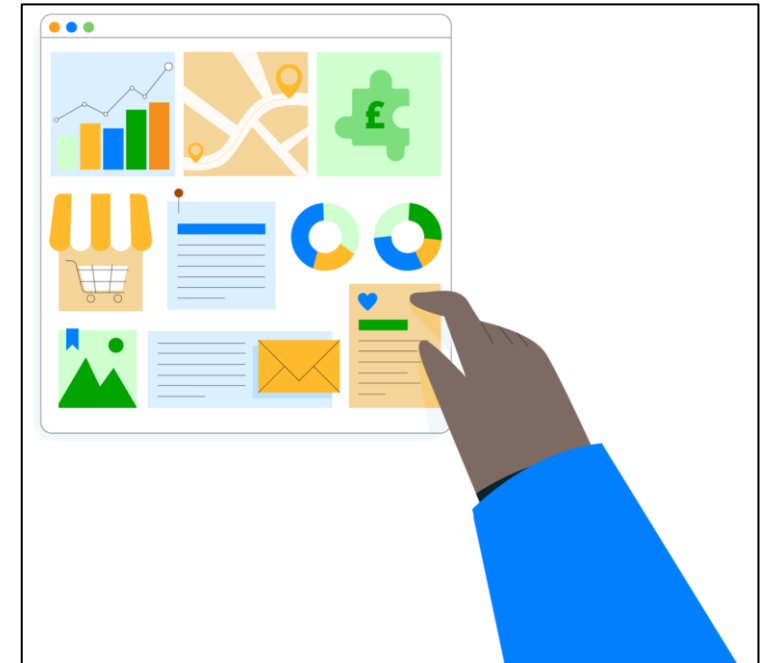
What does this mean for you?

- How would you define your strategy?
- What's your vision and how are you going to achieve it?

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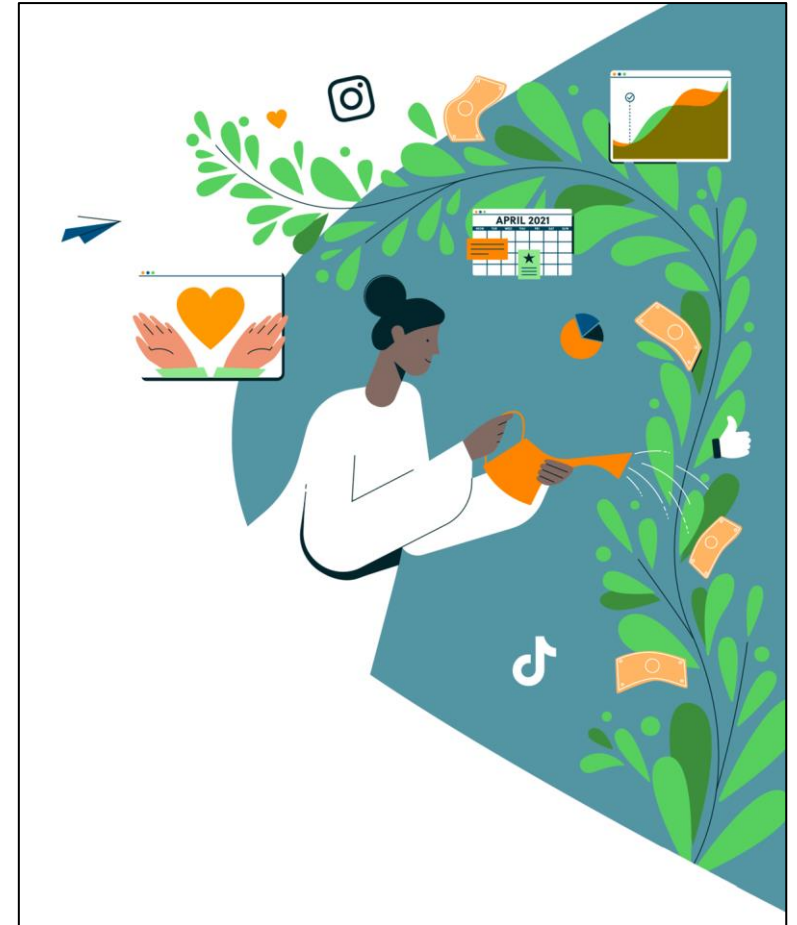
Digital roles, leadership and boards

- For the fourth year running, charities would most like their CEO and board to provide a clear vision of what digital could help them achieve **(58%)**

- Almost two thirds **(64%**) of boards' digital skills are either low or have room for improvement (58% last year).

- **Only 1 in 5 (21%)** boards provide buy-in and support for digital

- Despite the digital skills gap - half **(54%)** either don't have any plans to increase digital skills or don't know what their plans are.

- A third **(32%)** have someone leading on digital as part of their role
  or in addition to their main work.

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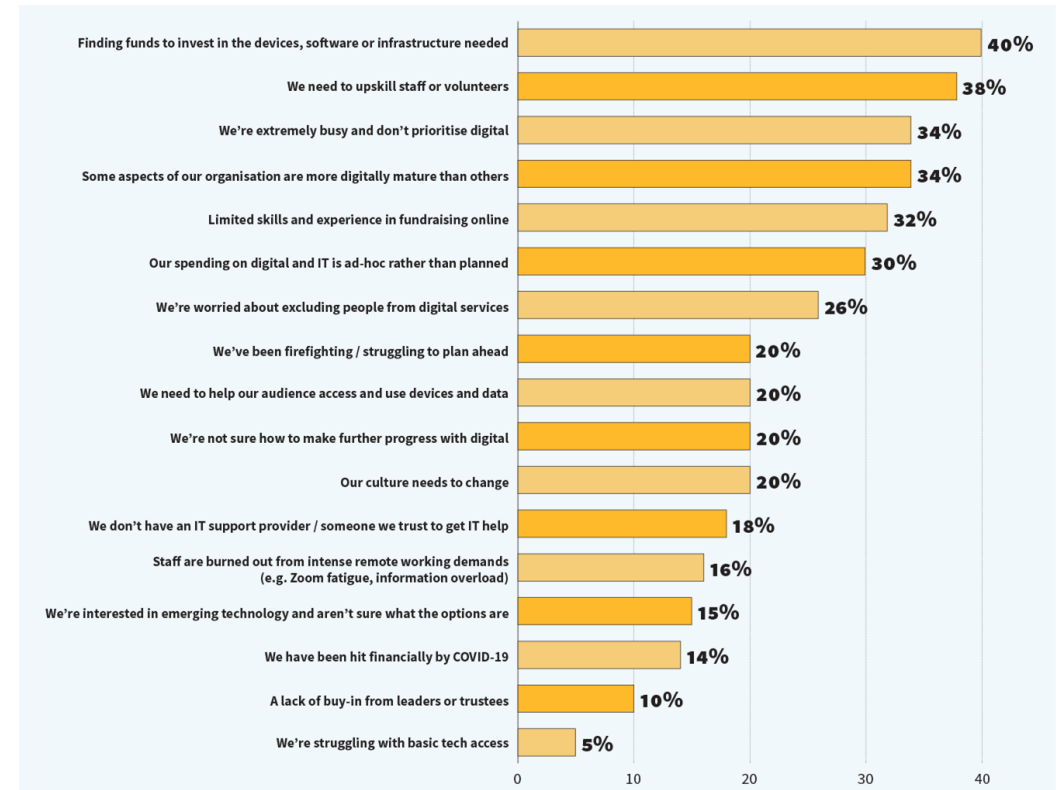www.zoeamar.com
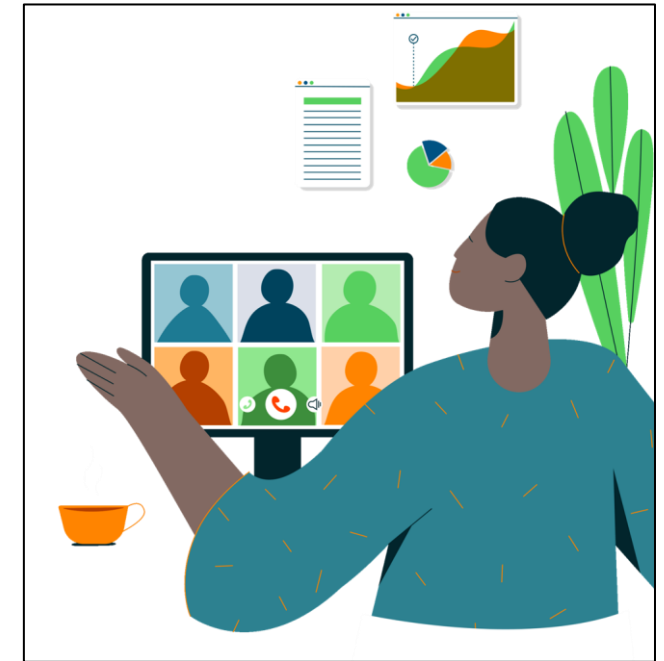
What does this mean for you?

- How would you describe your CEO and board's digital skills?

- Which skills would you like them to develop?
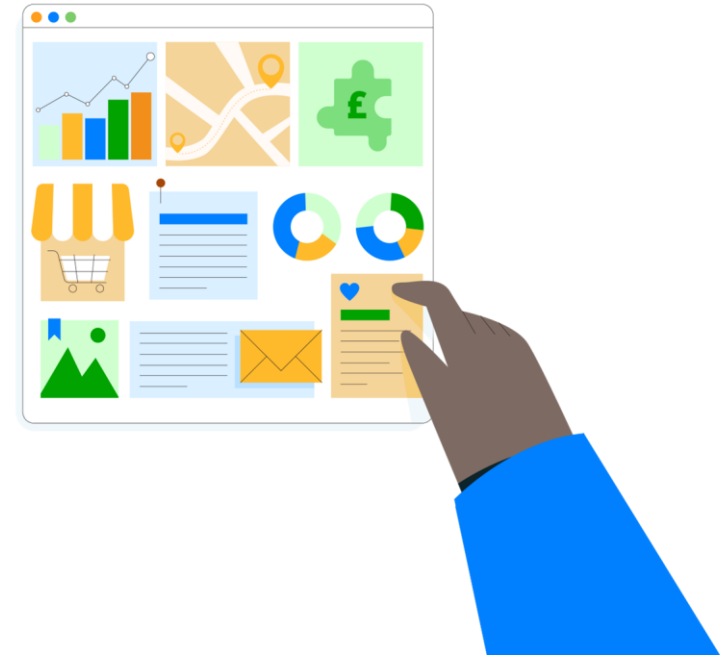
Barriers to progress

Top 3 barriers:

1. Investing in tech
2. Upskilling staff and volunteers
3. Inability to prioritise digital

Barrier	Percentage
Finding funds to invest in the devices, software or infrastructure needed	40%
We need to upskill staff or volunteers	38%
We're extremely busy and don't prioritise digital	34%
Some aspects of our organisation are more digitally mature than others	34%
Limited skills and experience in fundraising online	32%
Our spending on digital and IT is ad-hoc rather than planned	30%
We're worried about excluding people from digital services	26%
We've been firefighting / struggling to plan ahead	20%
We need to help our audience access and use devices and data	20%
We're not sure how to make further progress with digital	20%
Our culture needs to change	20%
We don't have an IT support provider / someone we trust to get IT help	18%
Staff are burned out from intense remote working demands (e.g. Zoom fatigue, information overload)	16%
We're interested in emerging technology and aren't sure what the options are	15%
We have been hit financially by COVID-19	14%
A lack of buy-in from leaders or trustees	10%
We're struggling with basic tech access	5%

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What does this mean for you?

- Which barriers are holding you back?

- How could you overcome them?

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A charity who are growing digital skills

- The Scouts are skilling up 140k volunteers
- Demonstrating the benefit of saving time and making things easier
- Digital skills programme for volunteers
- Developing a framework to help the sector

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Questions

Our resources

- Digital strategy and skills resources on our website

- The Charity Digital Skills Report

- The Charity Digital Code of Practice

- Starts at The Top- our digital leadership podcast

Thanks for listening. Keep in touch!

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