



# 7 ways The Charity Digital Code of Practice can help you

21 March 2019

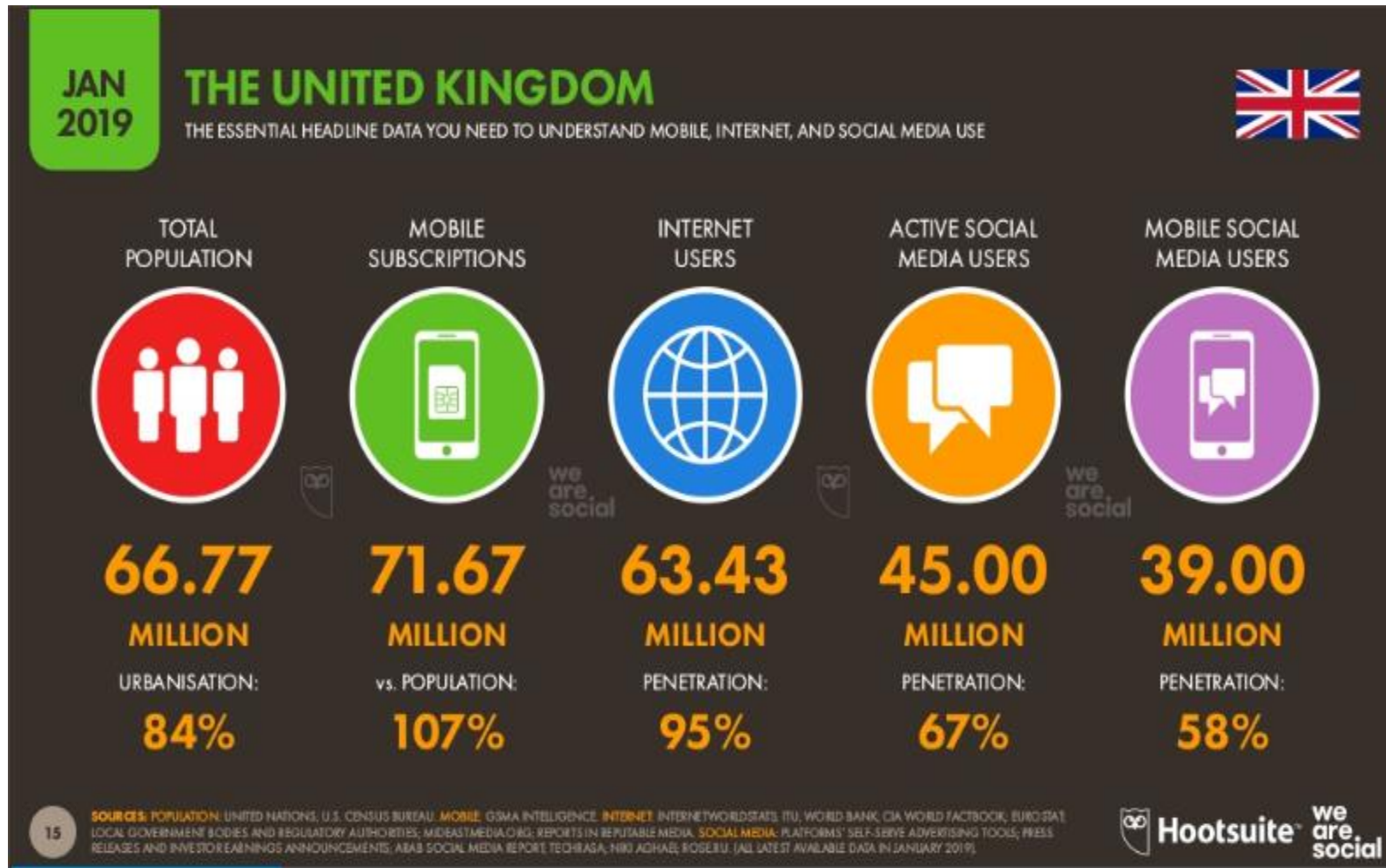


[www.zoeamar.com](http://www.zoeamar.com)

# What we'll be covering today

- The big challenge we're all facing in digital
- 7 things you need to know about the Code
- Where you're at with digital

# Why do we need a Code?



# How digital can help charities

 **99%**

of charities are now online.  
As reported in the Business Digital Index 2017, 8,000 UK charities were offline. This year, this figure has decreased to just 2,000

In 2018 there are 60,000 (30%) charities with low digital capability (Segments 1 and 2)

In 2018 there are 140,000 (70%) charities with high digital capability (Segments 3 to 5)

 **40%**

of charities do not receive online donations



# How we did it

- 2 workshops on planning for the code and putting together the principles
- User testing undertaken with 40+ charities of different sizes and stages of digital maturity
- Consultation undertaken in summer 2018
- Code supported by government in the Civil Society Strategy



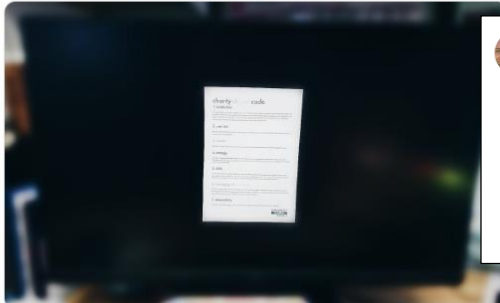
# The Charity Digital Code of Practice

Aims to:

- Help charities be relevant and fulfil their purpose in the online age
- Raise standards by developing a framework to work towards
- Develop charities' digital skills
- Create a level playing field for all organisations by increasing digital motivation and confidence
- Create new opportunities for funders to engage with digital

# What charities are saying about the Code

**Community Kerry** @CommunityKerry · Jan 3  
Putting up the #charitydigitalcode in my office today  
#Charity #Marketing #Hospice #ThursdayThoughts #Digital



2 replies 3 likes

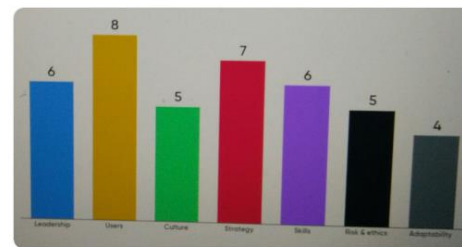
**Racheal Jones** @RachealJones · 20 Dec 2018  
A massive thanks to the inspiration from @zoeamar #CharityDigitalCode and our involvement which has helped us shape #Digital #Marketing role

**KnowsleyCVS** @KnowsleyCVS  
KCVS is recruiting! We have two fantastic roles within our growing team and are seeking Trustees to join our highly skilled Board. #Development #Partnerships #Digital #Marketing #Trustees

job alert  
GIF

1 retweet 2 likes

**Superhighways** @SuperhighwaysUK · Jan 29  
First CEO #DigitalLeadership session with @KingstonVA & the Voluntary Sector Board. Quick intro to the Charity Digital Code of Practice #CharityDigitalCode & top 4 principles most needing addressing for orgs in the room: Users; Strategy; Skills & Leadership



Principle	Count
Leadership	6
Users	8
Culture	5
Strategy	7
Skills	6
Res & Ethics	5
Accountability	4

1 retweet 5 likes

**Pilotlight** @PilotlightUK  
Following

"Why should the charity sector be left behind when our bottom line is, arguably, more important than profit?" Our CEO in @ACEVO's blog on why she loves the #CharityDigitalCode and how you can use it: [acevoblogs.wordpress.com/2018/11/22/why...](http://acevoblogs.wordpress.com/2018/11/22/why...) #ThursdayThoughts



Sam Button and 1 other liked

**theDigitalDunk** @theDigitalDunk · 12 Dec 2018  
grab your cuppas and dive into our latest Dunk, a 5-minute read on why "Digital Transformation is a Risky Business" by @clive\_gardiner  
Comments, feedback and Shares welcomed. Thank You 🙌  
#KeepOnDunkin' 🍷🍷🍷 #CharityDigitalCode #CharityDigital  
[medium.com/@thedigitaldunk...](https://medium.com/@thedigitaldunk...)

3 replies 12 retweets 21 likes

**Victoria Handbury-Madin** @victoriamuses  
Following

A really interesting presentation by @zoeamar on the Charity Code of Digital Practice at @DSC\_Charity #FudraisingNow. Took away lots of actions and ideas!  
#digitalcode #charity

2:49 PM · 30 Nov 2018

**Rainbow Services** @RainbowHarlow · 16 Nov 2018  
We're delighted to be using the new #charitydigitalcode. Find out how it can help your charity [charitydigitalcode.org](http://charitydigitalcode.org) Rainbow have been working to become more digital in our central functions, to make our work more efficient, thus also increasing our effectiveness.

2 replies 3 likes

**Association of Charities** @AssocOfCharities · 18 Dec 2018  
Have you heard of the #CharityDigitalCode? It has been designed to help large and small charities review and improve the way they use digital. Not just for fundraising and comms but service delivery and internally. Find out more. 🙌

**Charity Commission** @ChtyCommission  
Check out the Charity Digital Code of Practice! Use it to help your #trustees understand how #digital fits in with achieving vision and strategy: ...

1 retweet 1 like

## 7 key points for small charities from The Charity Digital Code of Practice

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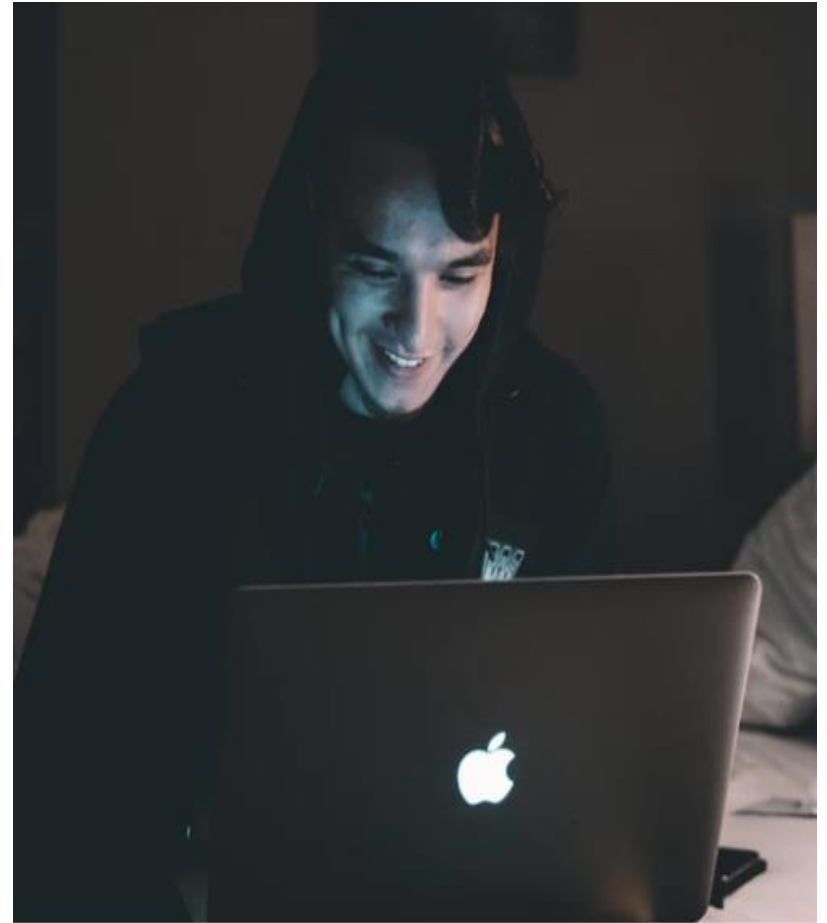
# 1. Leaders need to get on board with digital

- Get a digital trustee
- Talk about the Code as a team
- Which tools can make us more productive?



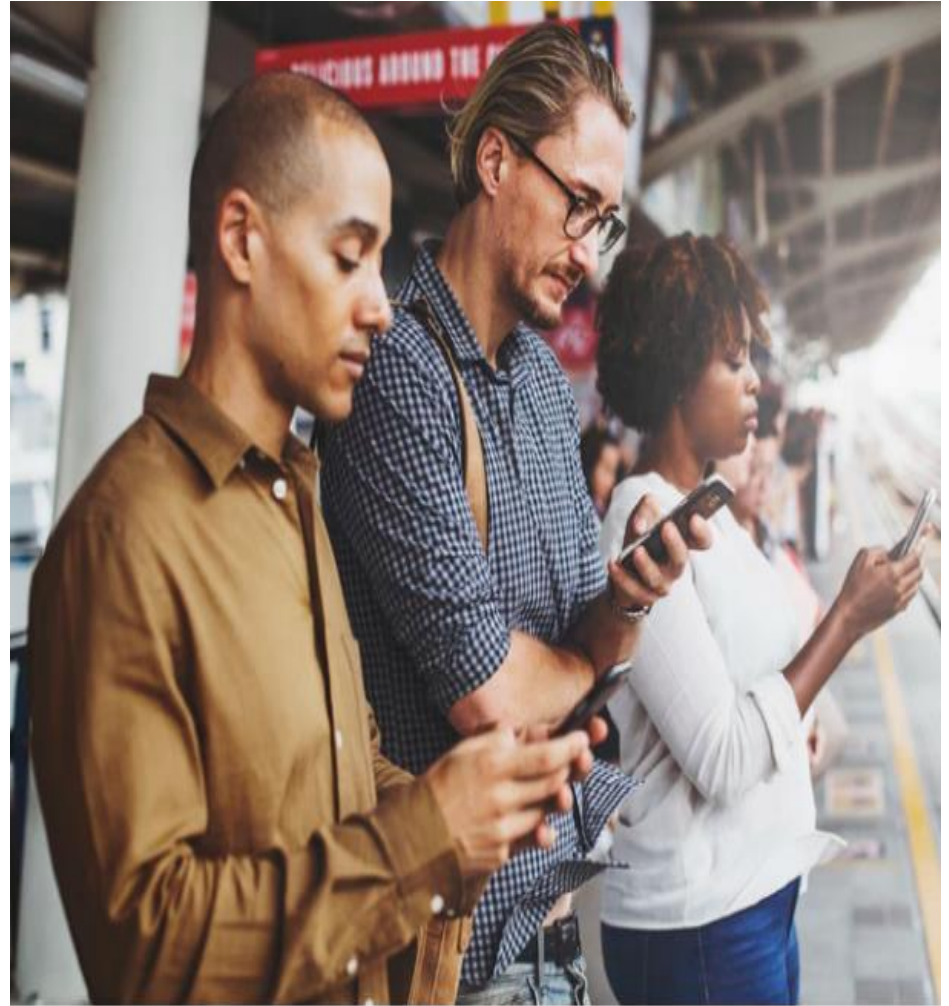
## 2. Understand your supporters

- Use free tools like Google Analytics
- Talk to your supporters
- Test your ideas



### 3. Digital values and behaviours

- Do we try new things e.g. new digital tools, and how can we motivate people to share ideas?
- How collaborative are we?
- Who owns new initiatives?



## 4. Strategy

- How can we use digital to deliver our vision and mission?
- Firm up roles and responsibilities
- Are we being ambitious enough?



## 5. Skills

- What skills do our team have?
- Are we making the most of these?
- How can we motivate people to grow and share skills?



## 6. Risk and ethics

- Are we using [NCSC's Small Charity Guide](#)?
- Who are we working with?
- What systems do we have and are they secure?

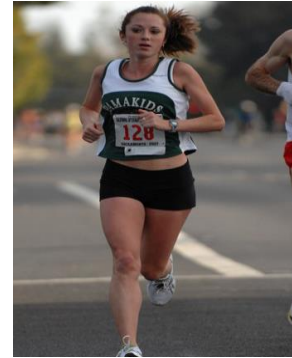
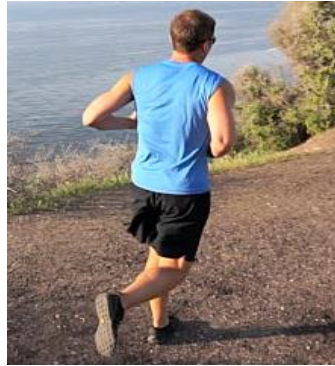


## 7. Adapt to survive

- Are our systems accessible?
- Are we keeping an eye on trends?
- Can we pilot ideas and learn from failure as well as success?



# Where are you at with digital?



	Couch to 5k	Marathon	Olympian
Strategy	No digital strategy	Stand alone digital strategy	Digital is part of your organisational strategy
Culture	<ul style="list-style-type: none"> <li>• Risk averse</li> <li>• Siloed</li> <li>• Slow to act</li> <li>• Low investment in digital skills</li> </ul>	<ul style="list-style-type: none"> <li>• More collaboration</li> <li>• Increasing appetite to 'test, learn and improve'</li> <li>• Becoming more agile</li> <li>• Some investment in digital skills</li> </ul>	<ul style="list-style-type: none"> <li>• High appetite for risk</li> <li>• Collaborative</li> <li>• Data driven</li> <li>• Hiring for, coaching and sharing digital skills</li> </ul>
Leadership	Digital skills not represented among exec	Some digital skills on exec team	Distributed
Board	No digital trustees	A digital trustee	Everyone is a digital trustee
Success looks like...	Vanity metrics	Focus on engagement and supporting organisational strategy	Digital part of business goals



Exercise: choose 2 principles and discuss your hopes and fears for them

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# Thanks for listening

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