



7 things you need to know about  
The Charity Digital Code of Practice  
19 November 2018

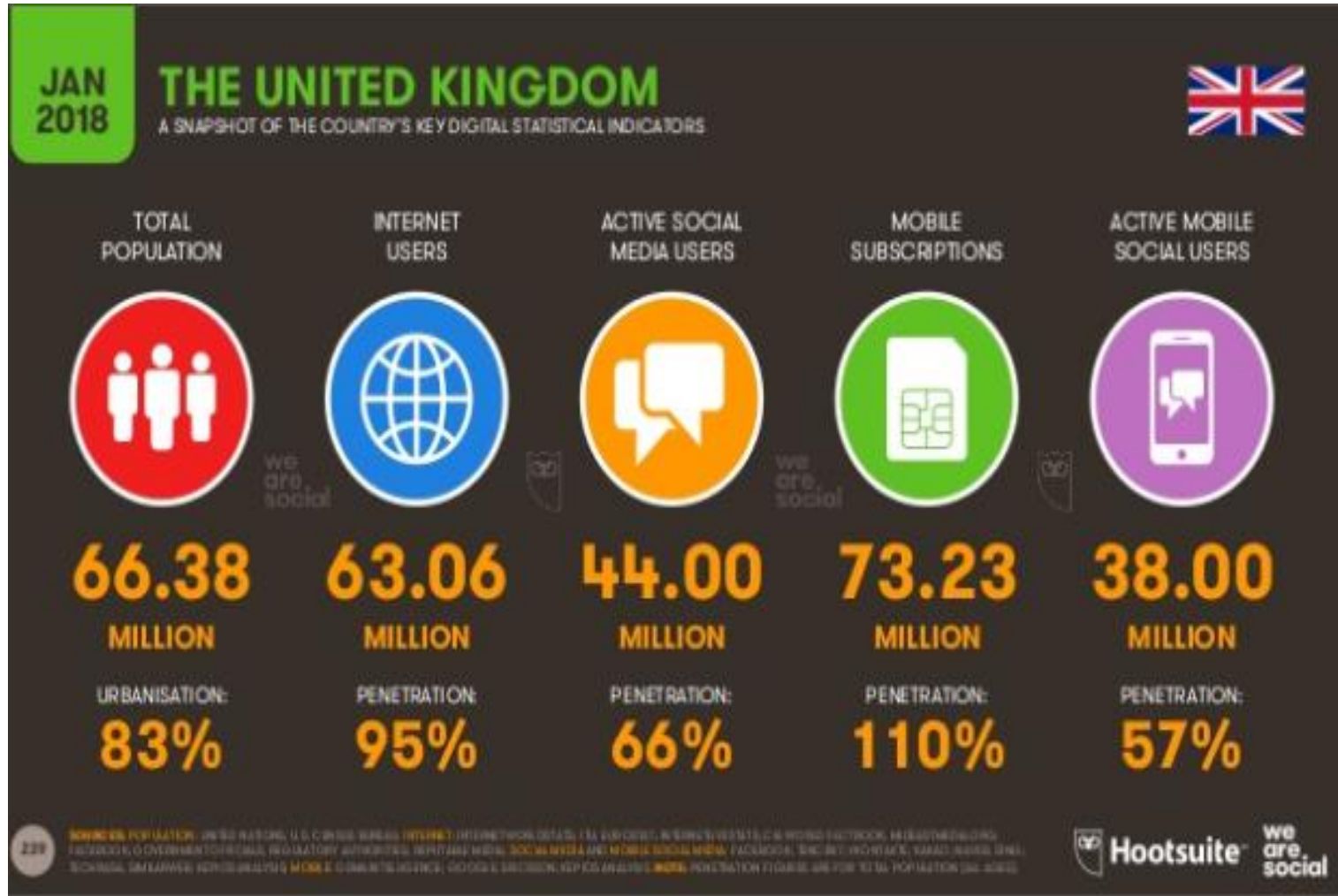
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[www.zoeamar.com](http://www.zoeamar.com)

# 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

**Lara Burns** @LaraBurns Following

Fantastic opportunity for us all to really push digital skills in the sector, I'm pleased to have helped user test this code. Let's get using it! [#CharityDigitalCode](#) @zoeamar

**zoe amar** @zoeamar  
Delighted to be partnering with @ChtyCommission @ncvo @ACEVO @sccoalition + more to develop The Charity Digital Code of Practice [blog.coopfoundation.org.uk/index.php/2018...](http://blog.coopfoundation.org.uk/index.php/2018...) [#charitydigitalcode](#)

9:28 AM - 3 Jul 2018

**clive gardiner** @clive\_gardiner · Sep 11

i gave some more feedback yesterday @zoeamar the [#charitydigitalcode](#) is a really constructive **blueprint** of issues to consider and complements the suite of work I'm doing this year @NSPCC to ensure our digital transformation accelerates to match the pace of the external world

**zoe amar** @zoeamar  
We close the consultation for [#charitydigitalcode](#) 2 weeks today. Don't miss the opportunity to have your say about how charities could use digital [charitydigitalcode.org](http://charitydigitalcode.org) [#charitytuesday](#)

1 5

**Eve Critchley** @EveGwendolyn Follow

Brilliant to be involved in user testing for the [#charitydigitalcode](#). This will be a really useful resource for @MindCharity & our local Mind colleagues

**zoe amar** @zoeamar  
Delighted to be partnering with @ChtyCommission @ncvo @ACEVO @sccoalition on the launch of [#charitydigitalcode](#) Tell us what you think [charitydigitalcode.org](http://charitydigitalcode.org)

10:10 AM - 4 Jul 2018

1 Retweet 7 Likes

**Suzannah Brown** @SuzannahBrown Following

Very excited to use this at @MDUK\_News to start thinking about our digital programme:

**zoe amar** @zoeamar  
Delighted to be partnering with @ChtyCommission @ncvo @ACEVO @sccoalition + more to develop The Charity Digital Code of Practice [blog.coopfoundation.org.uk/index.php/2018...](http://blog.coopfoundation.org.uk/index.php/2018...) [#charitydigitalcode](#)

10:44 PM - 3 Jul 2018

**Kate Lee** @KateLeeCEO Following

I thought this might make you smile @zoeamar @CLIC\_Sargent Digital Board meeting - copy of the code on the table and loads of reference to it! ( I know it is a paper copy 🙄 - small steps!)

**Chair: Kate Lee (Chief Executive)**  
**Simon O'Brien (Director of Finance & Services), Vicky Charles (Finance & HR)**

**Charity Digital Code of Practice**

**Ruth Richards** @RuthR80 Following

Replying to @zoeamar @ChtyCommission and 3 others

Congratulations! Have had a skim through and it looks great. Looking forward to reading properly.

9:52 AM - 5 Jul 2018

**Superhighways** @SuperhighwaysUK Following

Great to have input [#smallbutvital](#) charity perspective to The Charity Digital Code of Practice. Now it's your chance to get involved in the consultation at [charitydigitalcode.org](http://charitydigitalcode.org) [#charitydigitalcode](#)

4:58 PM - 3 Jul 2018

**HDAH** @HDA\_Helpline · Jul 4

Do check out the new [#charitydigitalcode](#). @sccoalition hope it will create a level playing field, help organisations who are worried about lack of budget or skills understand what they need to do [charitydigitalcode.org](http://charitydigitalcode.org) A great initiative still inviting feedback from the sector

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

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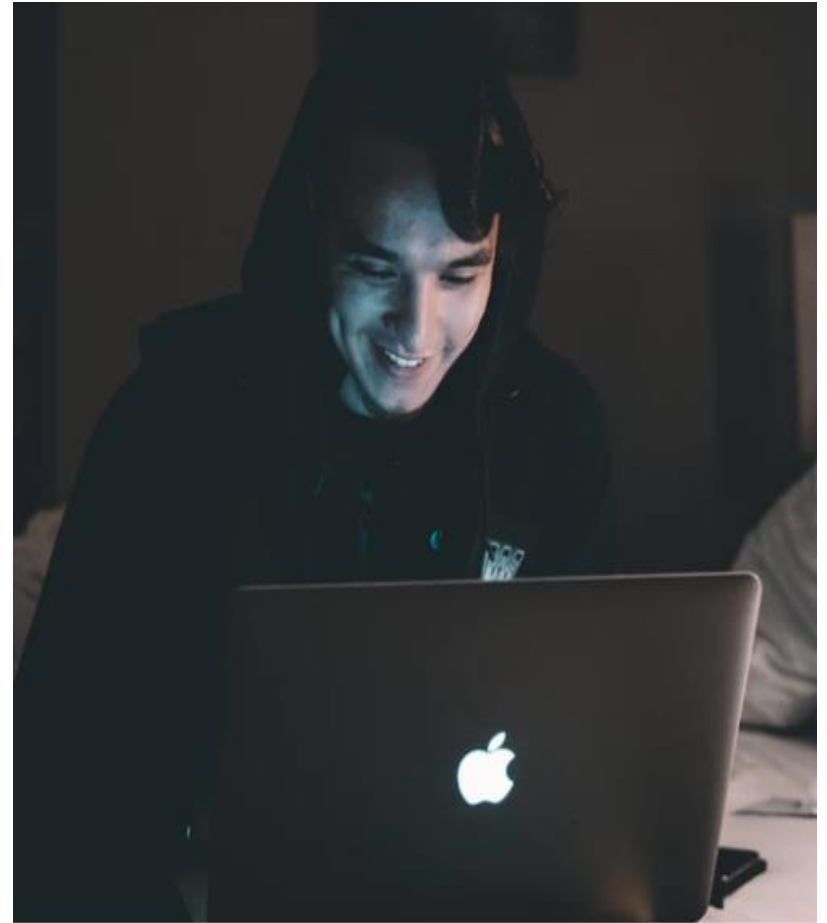
# 1. Leaders need to get on board with digital

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



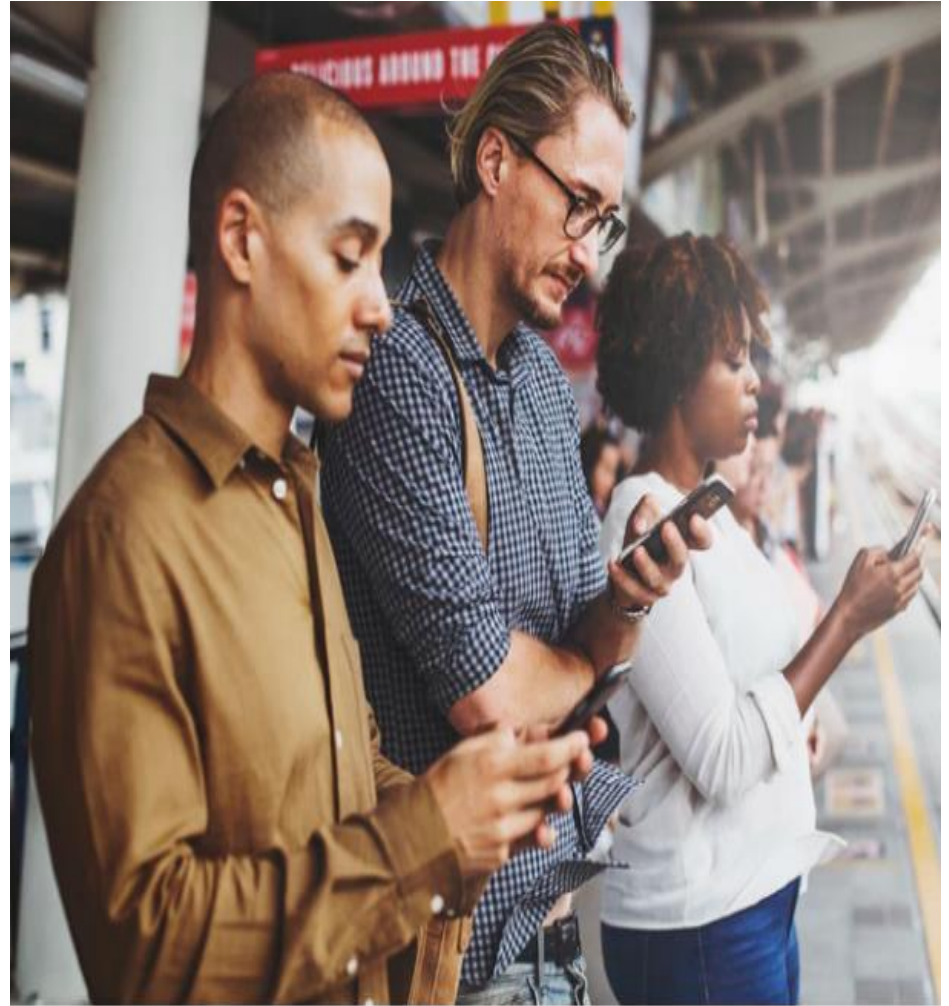
## 2. Understand your supporters

- 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?

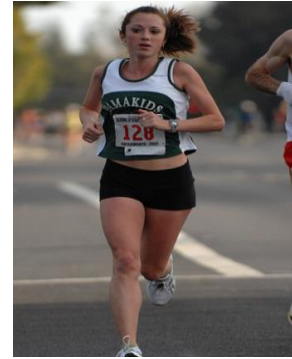
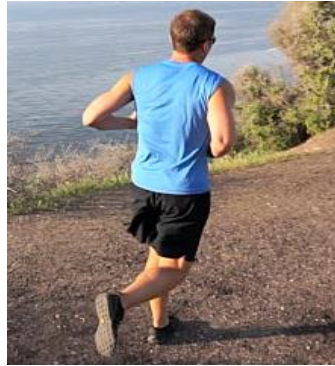


## 7. Adapt to survive

- 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

**Zoe Amar MCIM**

Chair, The Charity Digital Code of Practice

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