Superhighways Digital Training Programme

superhighways
harnessing **technology** for **community** benefit

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"**The training workshops and 1:1 surgeries have been very successful. Firstly because they are hands on and people leave confident that they can apply the learning and are dazzled by the opportunities, and secondly because this type of support for small local charities is very rare. It's a win-win relationship for Community Southwark and Superhighways.**"

ABOUT

Having the right digital knowledge and skills is essential for charities and community organisations to effectively engage with supporters, funders and beneficiaries.

Superhighways has developed a unique range of practical training sessions in all things digital, designed to help you manage and develop your not-for-profit organisation.

There's lots for you to choose from covering topics such as social media, capturing and communicating your impact and making the right choices for your IT systems.

Our affordable, bite-sized courses and workshops are easy to digest and come with handy guides and comprehensive materials.

And all delivered by our friendly team who share a passion for helping staff and volunteers get the best out of technology.

We are not only experts in our fields but have a strong awareness of the needs of smaller, local community organisations.

Superhighways offers advice, training and IT support to help small charities and community organisations across London be more effective, raise their profile and demonstrate their impact using digital technology.

TOP TOOLS FOR COMMUNICATING IMPACT

"I THOUGHT THE SESSION WAS EXCELLENT. IT WAS ENGAGING AND SO USEFUL FOR THE WORK I AM DOING. PROBABLY THE MOST USEFUL COURSE I HAVE BEEN ON FOR SOME TIME."

Funders, donors and the people you support all need to know that your organisation can make a genuine difference, yet sometimes telling people about your impact is almost as hard as measuring it in the first place.

Luckily there are plenty of free or low-cost digital tools that can help you create and share content that tells your stakeholders what they need to know.

Join this packed 3 hour practical demonstration session to get an overview of the top tools available.

This includes web technologies, social media platforms and key content generation tools – audio and visual, that can help you shout about your achievements.

TOP TOOLS FOR CAPTURING IMPACT

Does your funder need to see that you are making an impact? Would you like to improve your service or know the difference it makes in people's lives?

Funders, commissioners and individual supporters are increasingly asking for demonstrable results before they'll put their trust in an organisation.

Luckily there are plenty of free or low-cost digital tools that can help you efficiently & effectively capture, store, retrieve and analyse the right data that can show the impact of your work.

Join this packed 3 hour practical demonstration session to get an overview of the top tools available that can help you start counting and qualifying your achievements.

OUR ATTENDEES SAY

"Very good training as always by Superhighways. Simple to understand, welcoming atmosphere, useful and practical tools to implement straight away"

"Really simple and practical tools, and very importantly how to use them in our work. Also practicing what you preach - using the tools on evaluation within the training itself"

CREATING ENGAGING CASE STUDIES
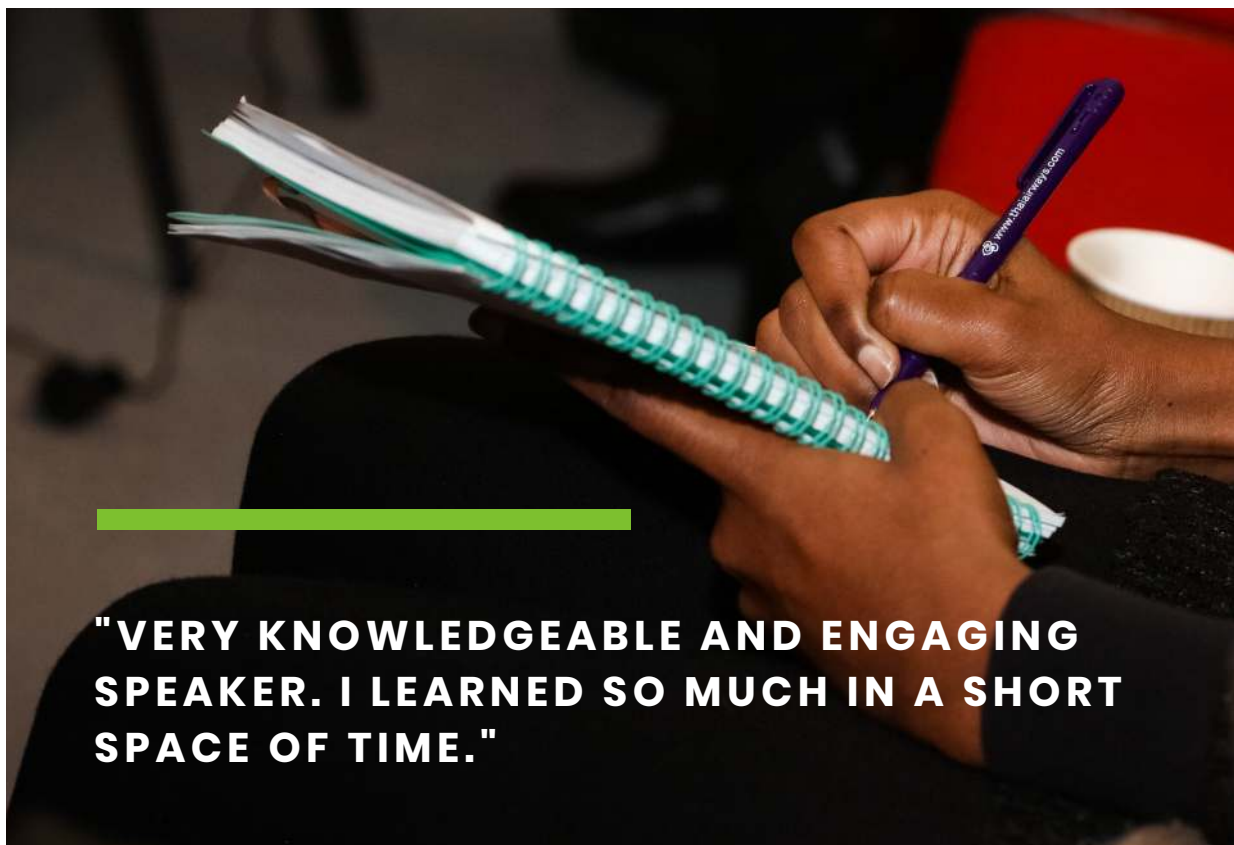
"VERY KNOWLEDGEABLE AND ENGAGING SPEAKER. I LEARNED SO MUCH IN A SHORT SPACE OF TIME."

Communicating the real difference that your organisation makes has never been so important – and letting the people you support tell your story can inspire the greatest trust in your work.

Find out how to create and use compelling case studies in your communications so you can demonstrate your achievements to your funders, supporters and beneficiaries.

You'll learn about what makes a great case study, how to interview (including on the go), using images effectively and the digital tools that can help you create and share your content.

This interactive session can be 3 to 5 hours depending on number of practical activities required.

EXCEL FOR MONITORING & EVALUATING IMPACT

Demonstrating your impact may not bring money straight into the bank but clearly evidenced outcomes will go a long way to ensuring a healthy financial future for your organisation.

Knowing your impact can also help you identify gaps in your services and highlight what's working and what isn't so that you can better meet the needs of the people you support.

Excel is the perfect tool for effectively and efficiently keeping track of information , analysing data and presenting the results. It's also ideal for charities and community organisations that are not yet at the stage of developing or buying a database.

This is a practical and focused course for anyone with responsibility for monitoring outcomes. You'll need basic Excel skills to participate.

OUR ATTENDEES SAY

"Really valuable training for a wide range of uses, especially for small charities short on capacity. This will save us time and money and will improve our impact overall, potentially securing us more funding in the future"

"It was very useful learning the various short cuts - it currently takes me hours to analyse data for reports and many of the 'hacks' will save me time"

ENGAGING, IMPACTFUL ANNUAL REVIEWS & REPORTS

"IT HAS SHOWN ME HOW TO PORTRAY INFORMATION REQUIRED FOR REPORTS IN A FAR MORE APPEALING / COLOURFUL / INTERESTING WAY AND NOT TO BE AFRAID OF BEING CREATIVE WITH INFORMATION AS LONG AS THE STATS ARE ACCURATE."

Is your annual review really working for you? Long text-heavy documents can make for weary reading, even for your funders.

Your funders, supporters and beneficiaries want you to highlight the real difference you have made in people's lives over the year - and the more readable and engaging you make your review or report, the more it shows the impact you are having.

There are simple things you can do with your review to show the difference you make and a range of free or low cost digital tools that can help.

This course will help you to start moving away from a narrative of activities to highlighting the changes you have made.

It is useful for anyone responsible for report-writing throughout the year.

CREATING AND DEVELOPING WEBSITES

Superhighways uses the E-voice web building platform which offers websites to voluntary and community groups, schools, councilors, public sector and schools and colleges.

The content management system is simple to edit and add content such as videos and blogs. It also has useful in-built functionality such as a calendar for events, private area, blogging and discussion forums.

It's also free to create a site and hosting is included.

In our Beginners session you'll learn how to add and edit content, applying best practice in web copy and design. So that you can make the updates you need in-house.

In our Advanced course you'll get interactive with your users and integrate your social media. This course will help you increase the functionality offered by your website.

Each session is 3 hours long. There are step-by-step guides you can take with you to refer to after the sessions.

OUR ATTENDEES SAY

"Can I say a big thank you the training today was really good as was the trainer. Because of your amazing prep we have the beginnings of a great website and because voices that you recommend can grow with us really offers us a great and cheap solution and flexible website solution."

CREATING EASY INFOGRAPHICS FOR IMPACT

"IT WAS GREAT – LOTS OF PRACTICAL TIPS AND REALLY GOOD OPPORTUNITY TO PRACTICE USING THE DIFFERENT SITES. IT IS SOMETHING I COULD HAVE GOT ROUND TO RESEARCHING AND LEARNING ON MY OWN BUT PROBABLY WOULD HAVE NEVER FOUND THE TIME."

Want to make your organisation's data stand out from the crowd but don't have the money or know-how to make it happen? Say goodbye to mountains of text and hello to visually exciting data.

Images are faster to process than words. Turning your complex monitoring information into graphics makes them easier to understand and visually appealing for your funders, supporters and beneficiaries.

It's the perfect way to get your message across in the shortest time possible and reveal patterns not immediately apparent from reading statistics hidden in paragraphs.

You'll practice creating infographics using popular free online tools.

And come away with some great tips on use of charts, icons, colour and design to craft meaningful visuals.

OFFICE 365: AN AMAZING TOOLBOX OF USEFUL APPS!

UK registered charities can use Office 365 for free under the Microsoft donation programme - but are you one of the many organisations just using it for email and file storage?

Join us to gain a greater insight into how you could be maximising your Office 365 subscription. We will introduce you to the range of fantastic apps included, demoing some particularly useful ones for small local charities, including:

- Sway
- Forms
- Planner
- Teams
- To do
- Power BI

We will also look at optional extras e.g. email encryption and data management controls - particularly relevant with the introduction of the new General Data Protection Regulation earlier this year.

After the demos, there will be hands on time for you to start trying out some of the apps, with trainers available to help you get started and talk through how best to implement for your organisation.
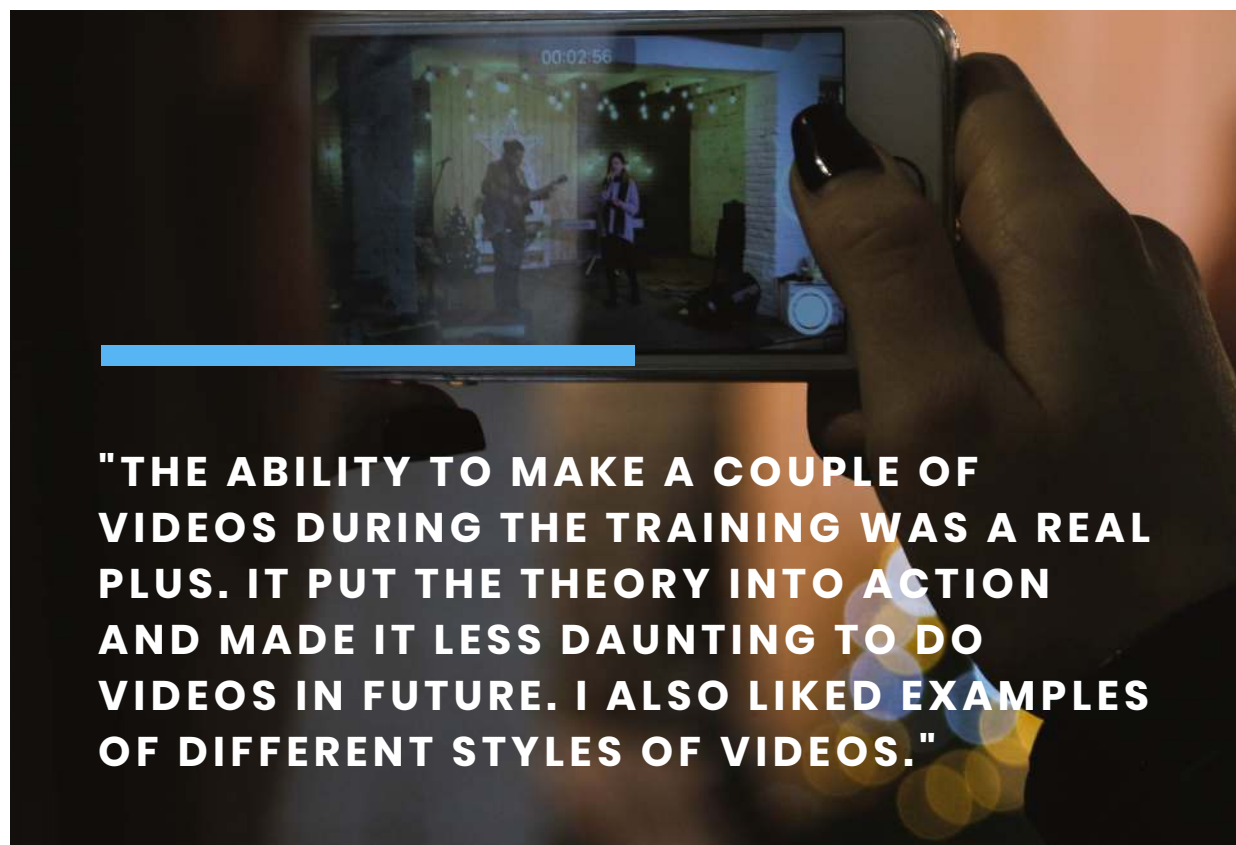
OUR ATTENDEES SAY

"Really informative and I had no idea of 90% of it. Will feed back a lot of it to the team."

In the long term, once staff are familiar with all the apps on 365, it will make working remotely easier and more effective."

"Thank you very much for the training - it ranks as one of the best morning's training I've ever had!"

TINY FILMS, BIG IMPACT

"THE ABILITY TO MAKE A COUPLE OF VIDEOS DURING THE TRAINING WAS A REAL PLUS. IT PUT THE THEORY INTO ACTION AND MADE IT LESS DAUNTING TO DO VIDEOS IN FUTURE. I ALSO LIKED EXAMPLES OF DIFFERENT STYLES OF VIDEOS."

More than a third of all online activity is spent watching video, opening up a range of opportunities for community organisations to engage with their current and potential supporters and beneficiaries.

Luckily, telling the story of your work has been made simpler with an ever-expanding range of apps to help you shoot your video and share it with the world.

You don't have to produce a feature-length film to demonstrate the impact your work makes. In fact, short, authentic stories have extraordinary power to inspire and motivate action.

In this introductory course you'll learn how to craft tiny, digestible videos using popular free and low cost mobile apps.

BEGINNERS GUIDE TO MAILCHIMP EMAIL MARKETING

Communicating and engaging with supporters, stakeholders and beneficiaries online is increasingly important for charities to increase their income and deliver more services with less.

Attractive email campaigns can be a quick and cost-effective way to help you achieve these goals.

And sending email campaigns doesn't have to be a chore or a headache.

Join this six hour training session and learn how MailChimp can help you design email newsletters, share them on social networks, integrate with other online services you already use, and track your results.
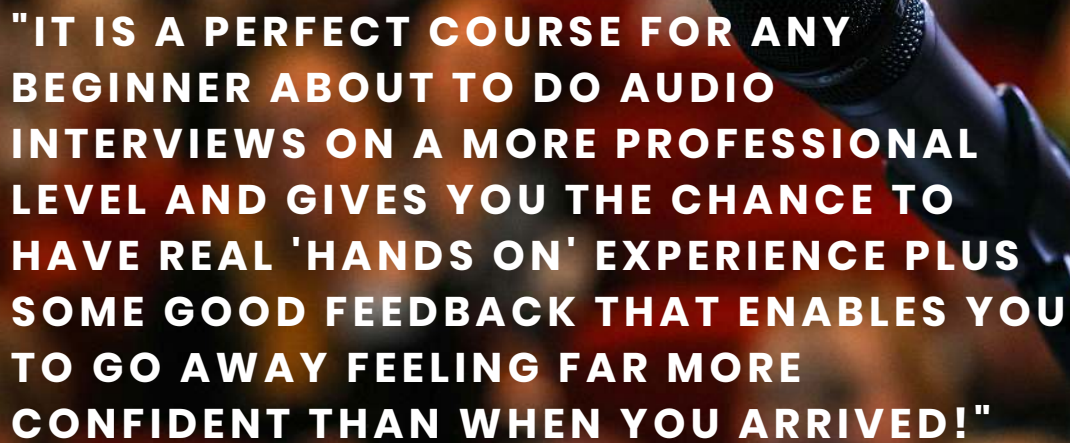
Quickly, without any specific techie expertise and for free!

OUR ATTENDEES SAY

"The training was very useful in helping me to think more strategically about my use of Mailchimp and to step back & look at the bigger picture.It made me consider issues I have not thought about before."

"The impact of having competence in this will be huge. Our comms are weak and we need to improve."

IN THEIR OWN WORDS: THE POWER OF AUDIO STORYTELLING

"IT IS A PERFECT COURSE FOR ANY BEGINNER ABOUT TO DO AUDIO INTERVIEWS ON A MORE PROFESSIONAL LEVEL AND GIVES YOU THE CHANCE TO HAVE REAL 'HANDS ON' EXPERIENCE PLUS SOME GOOD FEEDBACK THAT ENABLES YOU TO GO AWAY FEELING FAR MORE CONFIDENT THAN WHEN YOU ARRIVED!"

Ask yourself - when was the last time you simply asked a client or beneficiary to tell their story? How did you capture their story in their own words?

If you are ready to move beyond the written word, audio storytelling can be a personal and powerful way to capture and share the voices of the people you work with.

Less invasive than video, audio offers greater anonymity to sensitive case studies, amplifying diverse voices and experiences. Easier to achieve, audio is also free or cheap to create and share.

You'll gain interview skills and practice using equipment and apps so that you can confidently capture the stories of the people you work with.

PUTTING YOUR DATA ON THE MAP

Do you collect post code data on your beneficiaries / clients?

Are you interested in analysing this geographical data against other internal or external data to spot trends, illustrate your reach or evidence gaps?

In this this bite-sized training session you will find out about free and low cost and easy to use tools to put your data on a map.

You'll take a look at how others are using mapping to campaign, influence and develop services.

We will be using some dummy data during the session to become confident in using a range of tools and will then provide follow up support when you try creating maps with your own data back at the office.

You are also welcome to bring your own postcode data so you can start creating your own maps straight away.

We can build in additional support time for this where requested.

OUR ATTENDEES SAY

"This workshop was very practical, giving me the confidence to map my own data. It also gave me the space to consider different ways I made use mapping in my work. I will definitely recommend this to organisations that I think would benefit."

INTRODUCTION TO THE GENERAL DATA PROTECTION REGULATION

"VERY EFFECTIVE STYLE OF DELIVERY ON WHAT COULD BE A "VERY DRY" TOPIC - THANKS FOR MANAGING THE NUMEROUS QUESTIONS SO WELL. WOULD DEFINITELY RECOMMEND THE TRAINING"

In this introductory workshop you can find out more about your obligations under the Data Protection Act and to start planning or review your actions for the new General Data Protection Regulation (GDPR) that came into force in 2018.

It will help you to identify best practice in IT security, consider how to review your own organisation's practice and implement changes as appropriate.

This course is suitable for anyone working in a voluntary, community or other non-for-profit organisation that would like to review their practice and identify actions for improvement.

We also run in-depth GDPR training with an expert associate.

CREATING PUBLICITY USING CANVA

This short course, two or two and a half hour session will teach you all the basics of using Canva - a free graphic design tool to create eye catching publicity materials, reports and images for web and social media.

We'll show you how to use layouts, text and the colour wheel to create eye-popping designs to help you raise your profile and reach your supporters.

This is a fun, easy starter course, with lots of time to practice and enjoy a bit of peace and quiet out of the office to turn your ideas into appealing visuals.

What's more, you don't need to be a designer to use Canva effectively. You'll come away with enough design tips and tricks to get going whether in the office or on the go with the Canva app.

OUR ATTENDEES SAY

"I have already started using the programme, and it has helped immeasurably. I can now print my own leaflets without delay, which allows me to be far more responsive and quick moving when I am putting on events etc in the community."

"I will be telling all of the community groups I meet about the programme and how it can help with their marketing needs."

TWITTER FOR BEGINNERS

"EASIER TO USE TWITTER NOW I UNDERSTAND HOW TO DO THE BASICS"

Join us to understand the basics of how Twitter works, how to create your profile and content to really engage with your stakeholders and influencers.

This three hour course will teach you the basics of setting up your profile, deciding who to follow and why and starting conversations.

It is is ideal for any member of staff or volunteers who want to find out how their organisation could use Twitter.

No prior knowledge is needed. The course will start from the basics of setting up an account and starting to use the tool, and so it is not appropriate for someone who has been using Twitter effectively for a while.

We occasionally run Facebook for Beginners courses too. Please get in touch for further information.

CYBER SECURITY

With IT systems underpinning our organisation's ability to deliver services and online working now the norm - Cybersecurity is more important than ever.

Come along to this newly developed half day session to find out how you can protect your organisation's data and ensure business continuity, with top tips and guidance to help you implement key essential security measures across your organisation.

This session is suitable for techies and non techies alike!

You'll learn how to:

- Understand the vulnerabilities and risks of your IT set up
- Gain knowledge of basic cybersecurity measures you can put in place
- Embed good practice across your organisation

OUR ATTENDEES SAY

"The cyber security session Superhighways delivered for us was excellent, extremely well received by the groups that took part."

A DAY OF DIGITAL ONE-TO-ONE SURGERIES

"WE COVERED LOADS OF USEFUL SKILLS"

Superhighways can join you or the organisations you work with for a day of dedicated one-to-one advice on topics such as

- choosing a database,
- creating an online survey
- impact reporting
- website review
- creating content for social media
- online surveys
- creating publicity
- collaborating

You'll be able to talk through your needs with someone who understands digital technology and can work with you to capture and tell your stories in a clear and effective way.

We can also show you additional free and low cost useful tools too. Especially the ones that can save you time and money.

All you'll need to bring with you is your ideas, your challenges and your log in details.

DATA HACK DAYS

Superhighways offers a day of learning about all things data and how your small charity or community group could be using it better to sustain and thrive.

Data Hack Days are often created in partnership with local councils for voluntary services.

It starts with examples of how local organisations and projects are analysing data.

The day includes a Show and Tell from Superhighways – demoing a range of amazing free and low costs tools you could start to use yourselves.

We pose the following questions:

- How could your organisation unlock the potential of the data you hold?
- What techniques & tools could you use to analyse and visualise data better to make more data informed decisions?
- Where should you go to find the data that can help you design relevant services and evidence need?

We'll also look at useful sources of data both within the local area and beyond, and how you can access and use these data sets.

OUR ATTENDEES SAY

"The kingston data information will be very useful for funding bids and determining local need."

"How to use data properly. Learning new tools to develop using data in a coherant manner to give bigger impact for potential funders with the data I supply."

BESPOKE TRAINING

"HAVING BESPOKE TRAINING WAS A GOOD COST EFFECTIVE OPTION FOR US. IT WAS ALSO A GREAT TEAM BUILDING EXERCISE AND THE CHANCE TO BOUNCE IDEAS OFF EACH OTHER THAT WE DON'T HAVE TIME FOR IN OUR DAY TO DAY WORK."

A digitally confident team can make a big difference to your everyday activities. Bespoke training may be more cost-effective and help to embed learning for your wider staff and volunteers.

Any courses on our training programme can be adapted to meet your specific needs. However there are some additional team focused workshops that we run including writing for the web, communications planning and planning your new website.

We can hold training at your offices or source a venue nearby that can accommodate your staff and volunteers. This can take place on a date and time that best suits you and your team. We can also join local networks for shorter information sessions.

If you're looking for something a bit special please talk to us about your needs.

MEET THE TEAM

PEOPLE WHO CARE ABOUT PEOPLE – AND WHAT COMMUNITIES CAN ACHIEVE WITH DIGITAL

Superhighways trainers are highly skilled, qualified in a range of technical and creative disciplines.

KATE WHITE   **SORREL PARSONS**   **PHILIPPA LEARY**   **COLIN CREGAN**

Our practical, interactive training gives staff and volunteers the knowledge and skills they need to use digital technology for social good. As a not-for-profit organisation we pride ourselves on understanding the needs of smaller charities, community organisations and social enterprises.

Our training takes into account some of the tough challenges they face in doing a lot with little time and limited budgets. So we only share the best free and affordable online tools, apps and devices.

Our learners receive templates and mini-guides to refer to. All of our courses can be customised to suit your needs.

SUPERHIGHWAYS

GOT ANY QUESTIONS?

DON'T BE SHY! E-MAIL US AT INFO@SUPERHIGHWAYS.ORG.UK

TRAINING BROCHURE 2019 - 2020