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foundation

lightful

Building the sustainability of Ukrainian civil society organisations



Harnessing digital to raise awareness and funds

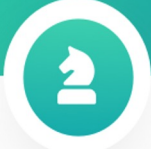
Lightful’s model encourages communication, collaboration and learning between peers. They support participants to build new networks with like minded organisations. This “cohort effect” is incredibly powerful as it provides participants with access to a community of organisations that are experiencing similar challenges to their own, offering encouragement and inspiration on what they can do to succeed.

Phase 1: Digital Bootcamp - January 16th - January 27th


“We want a strategy for how to maximize digital engagement.”Action Somalia - previous participant

A two-week Digital Bootcamp is the perfect building-block for organisations to start thinking strategically about their digital presence, considering their work through the digital lens, and gain skills and confidence in using digital tools


Outcomes and impact



Actionable strategy
Our Digital Bootcamp will help participants to design and implement a digital strategy that will help increase their audience and support their organisational objectives.



Audience Understanding
Uniting a cohort of like-minded organisations and help them to develop a better understanding of their audiences. Participants will develop 3-5 key audience personas which they can use to inform their organisation’s digital efforts going forward.



Increased confidence
Learning to flourish in a digital world takes confidence as well as competence. Our expert team will support participants to embrace digital, feel confident to use the skills they’ve learnt and promote informed decision-making.

Example schedule

Week 1		Week 2	
<p>Live masterclass: Framework for digital success 1 hour</p> <p>We will introduce you to our SMART goal framework, and talk through the importance of setting clear, measurable goals that allow you to gauge the success of your digital strategies. We’ll share good examples of SMART goals, and work through the process of creating your own.</p>	<p>Live group strategy session: Turning strategy into action 1 hour</p> <p>We’ll be sharing the goals set in the previous masterclass where you’ll have the opportunity to receive feedback from the Lightful experts, who will share tips on what you can start to do to achieve your goals. This session also provides a fantastic opportunity for networking and peer learning.</p>	<p>Live masterclass: Understanding your audiences 1 hour</p> <p>Having a better understanding of audience will shape communication goals and help create content that resonates with your audience. We’ll introduce the concept of audience personas, and take you through the process of developing your own audience personas.</p>	<p>Live group strategy session: Leveraging the power of personas 1 hour</p> <p>This interactive session, will look back at your created audience personas in more detail. As a group, we’ll discuss how we can further develop audience personas and importantly, how we can use them to shape digital strategies.</p>

“97% of all 111 participants now have a better understanding of what they need to do to take their goals forward after Lightful’s Digital Bootcamp in May 2022”



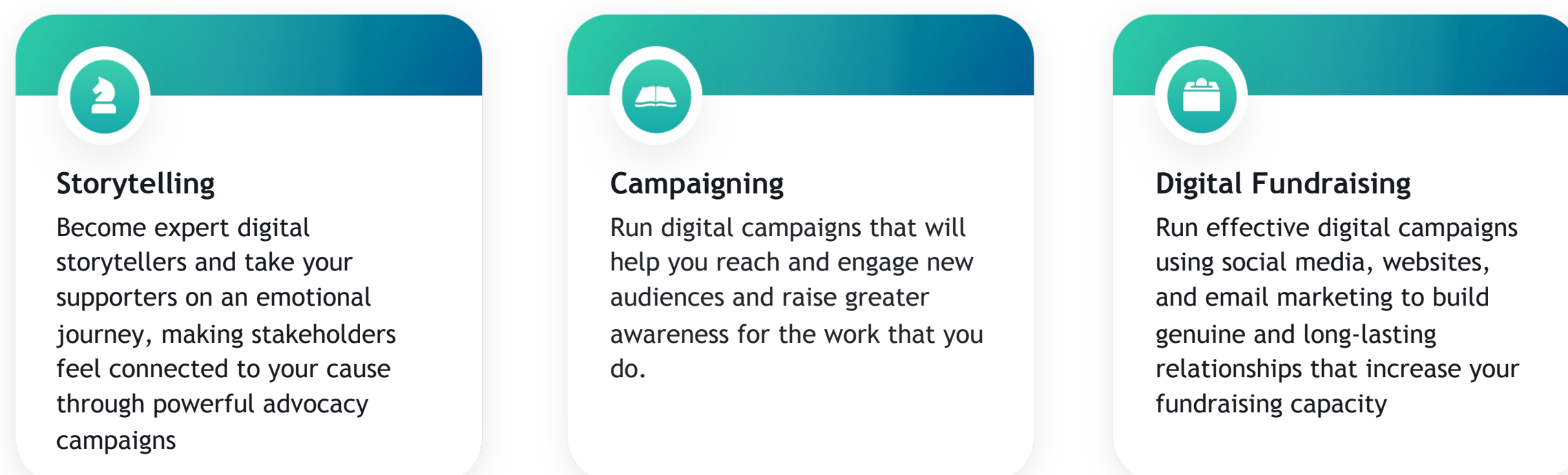
Jonathan Waddingham, Managing Director
Lightful Learning

Phase 2: BRIDGE programme - February - June 2022

“BRIDGE has really helped me develop the skills I need to create engaging content, specifically focusing on fundraising.” PeacePlayers International - Belfast, Northern Ireland.

BRIDGE is a programme designed to equip small and medium-sized nonprofits with the digital competence and confidence to become more resilient and deliver greater impact. We know that nonprofits have the greatest stories to tell. We want to help you tell those stories using digital and social media and to reach a wider audience.

Objectives



How objectives are achieved?

The BRIDGE programme is delivered through a variety of formats because people learn in different ways. We use a combination of masterclasses, one-to-one coaching, on-demand bitesize content, and access to digital tools.

1 Masterclasses

Delivered by digital experts, in English and Ukrainian, these regular live sessions range from traditional keynote talks on important topics, to more informal drop-in sessions which allow for more audience interaction and questions.

To respond to new priorities and trends, different subject matter experts are regularly invited to share best practice over the course of the program. Highlights in 2021 included sessions on **the ethics of using constituent stories**, **cyber security** and **fundraising on social media**.

3 On-demand bitesize content

Responding to the evolving needs of **time-poor** learners, BRIDGE includes a range of **bitesize content** that can be accessed at any time, on any device.

Content is grouped into eight ‘**playlists**’, which include multiple videos and interactive articles on a specific theme. Participants can make their way through the content at their own pace to learn about the topics most relevant to them, including **understanding your audience**, **digital fundraising**, and **measuring impact**.

2 One-to-one coaching

Provided by an **in-house team** of relationship managers, in both English and Ukrainian, **one-to-one coaching** is one of the most popular elements of BRIDGE.

Their different specialties - including **digital fundraising**, **communications** and **campaigning**, developed working with leading charities, giving platforms and consultancies - are matched with participants who need help in specific areas, offering **clear and actionable advice** based on listening and understanding the unique needs of each organization.

4 Tools

BRIDGE participants also benefit from access to premium level access to the **Lightful Academy** and the award-winning **Lightful Social Platform** for the duration of the program to support them to run effective campaigns.

Lightful Academy provides a comprehensive library of engaging on demand bitesize content, including a syllabus of interactive learning courses, how-to videos, templates and resources.

The **Lightful Social Platform** is a social media management tool designed specifically for small to medium-sized charities that speeds up social scheduling, increases impact, and saves time when using Facebook, Twitter, LinkedIn and Instagram.

Phase 2: Outcomes and impact

The BRIDGE programme will deliver against three outcomes for participating organisations. The impact can be profound - inspiring and empowering organisations. Since the first pilot in 2018 in partnership with the Bill & Melinda Gates Foundation and GlobalGiving, test and control groups have been used to objectively evidence the difference BRIDGE makes to audience growth and engagement, digital confidence and fundraising. Because the programme adapts and evolves based on participant feedback, outcomes have improved with every new cohort.

1 Increasing the quantity of giving

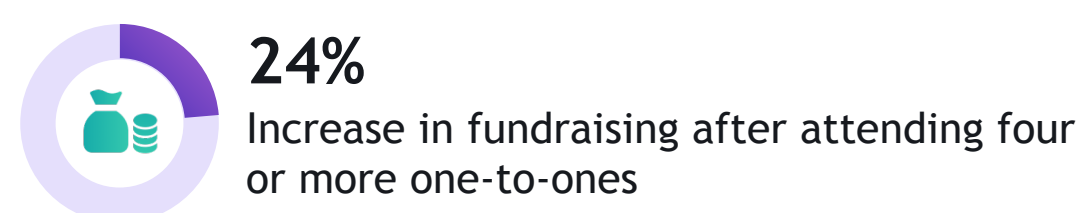
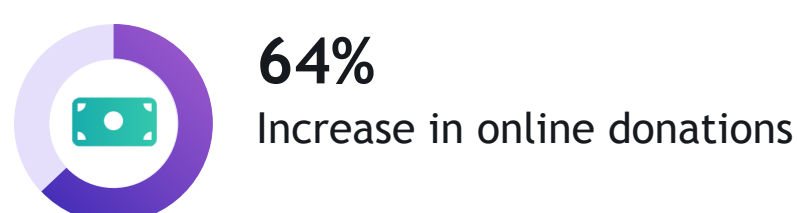
2 Increasing the quality of giving

3 Improving digital confidence

4 Building skills for collective advocacy

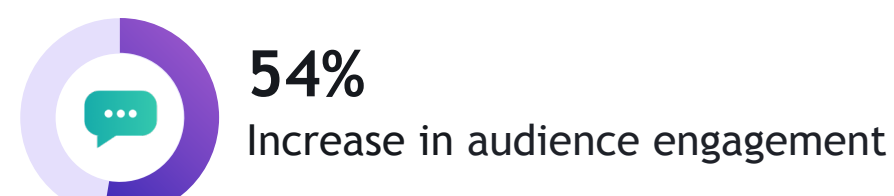
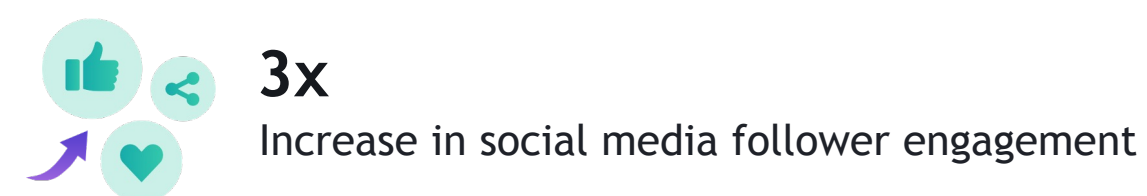
01 Increasing the quantity of giving

- Our primary objective is to increase fundraising as much as possible, at a time when organisation's income streams are under threat
- Furthermore, participants' improved practices are enabling them to raise funds on various other channels. This includes on third party fundraising platforms, directly on their website, peer to peer campaigns and beyond



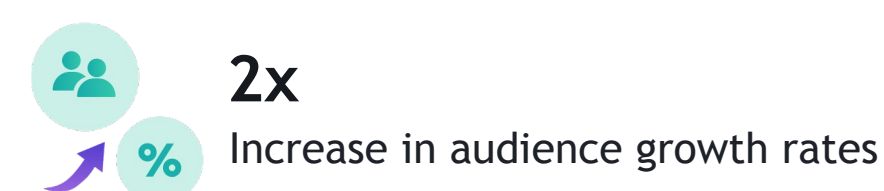
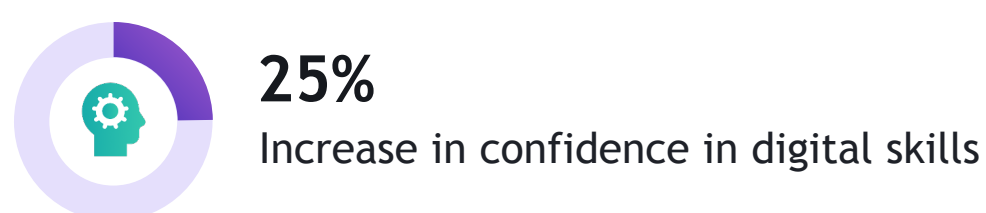
02 Increasing the quality of giving

- By developing a greater understanding of audiences through data insights, participants can interact in more meaningful ways to increase the overall level of engagement, resulting in more sustainable giving from their supporters



03 Improving digital confidence

- Training provides participants with confidence and competence to start using digital on a daily basis. Lightful's programme delivered in partnership with The Bill & Melinda Gates Foundation, resulted in a material improvement in confidence with a 25 percent increase
- Improved confidence helps participants to utilise digital tools more effectively, leading to sharp increases in audience growth rates



04 Building skills for collective advocacy

- BRIDGE builds skills for collective advocacy by uniting the voices of organisations that have similar cause areas and missions, and guiding participants on to launch effective and coordinated campaigns
- BRIDGE's cohort structure encourages peer-to-peer and organisation-to-organisation learning. We know that large-scale change cannot happen without strong networks