

BRIDGE Programme Overview & FAQ's

BRIDGE: Building Resilience in Digital Growth and Engagement

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.

Overview

What is the BRIDGE programme?

The BRIDGE programme provides nonprofits with the skills, tools and support they need to delivery greater impact through digital. Through webinars, masterclasses, one-to-one support and a thriving community of like-minded nonprofits. BRIDGE is a gateway to getting the most out of digital

Who can participate in the programme?

BRIDGE has been designed for those working within small and medium-sized nonprofits using a syllabus designed to upskill participants who may or may not have data and digital skills. Previous participants have come from a wide range within nonprofits, including Social Media Manager, Director of Marketing, Chief of Fundraising, CEO and Trustee. Participants from each of these varied roles have gained value from the BRIDGE programme.

How much time does it take to participate in the programme?

We recommend that participants spend a minimum of two hours a week to gain the most out of the programme. There is at least one live session each month which will be recorded and available to catch-up on. There is also an e-learning syllabus containing over 20 hours of video content which is ready to watch at a time that suits. The aim is not to increase the amount of time spent on digital, but about getting the most out of the time you do put in. By learning and applying concepts from the programme, you can work smarter rather than harder.

Why do nonprofits need to have digital skills?

The BRIDGE programme helps nonprofits to build confidence and resilience in digital. These digital skills are essential for nonprofits in order to help improve service delivery, generate income through fundraising and engage with supporters in the 21st century.

Why should I take part in the programme?

The BRIDGE programme upskills participating nonprofits enabling them to harness technology as a force for good. The programme delivers significant increases in organizational confidence, effectiveness and funds raised.



Skills

What skills will I learn during the programme?

The BRIDGE programme is filled with opportunities to learn digital and social media skills. The program's focus is for nonprofits to learn how to build confidences, create engagement and raise funds through storytelling.

Firstly, Lightful helps to establish the foundations of social media and digital before embarking on the strategic application of these skills. Nonprofits learn the importance of storytelling and how to apply and tailor these skills to the different social media platforms. Participants will increase their confidence on social and be able to start planning and running stories. Broader digital skills are then introduced encompassing fundraising, moving your followers through the awareness funnel, creating content and building audiences through paid advertising. Participants will also learn how to measure impact to allow nonprofits to see the return on participants' time investment.

How does the programme help to improve my confidence level?

The BRIDGE programme will help you to develop confidence in digital through mastery. During the programme you will learn new skills and concepts through a series of live sessions and e-learning videos. Additionally, Lightful will provide hands-on support during this learning process so that you can develop your confidence in applying these skills with the help of an expert at your side.

Tools

What is Lightful Academy?

Our learning platform that gives you access to a suite of e-learning courses, all of which have been created to give you the knowledge to improve your digital marketing and engagement skills. The courses are divided up into four key learning modules (Fundamentals; Storytelling; Fundraising; and Insights)

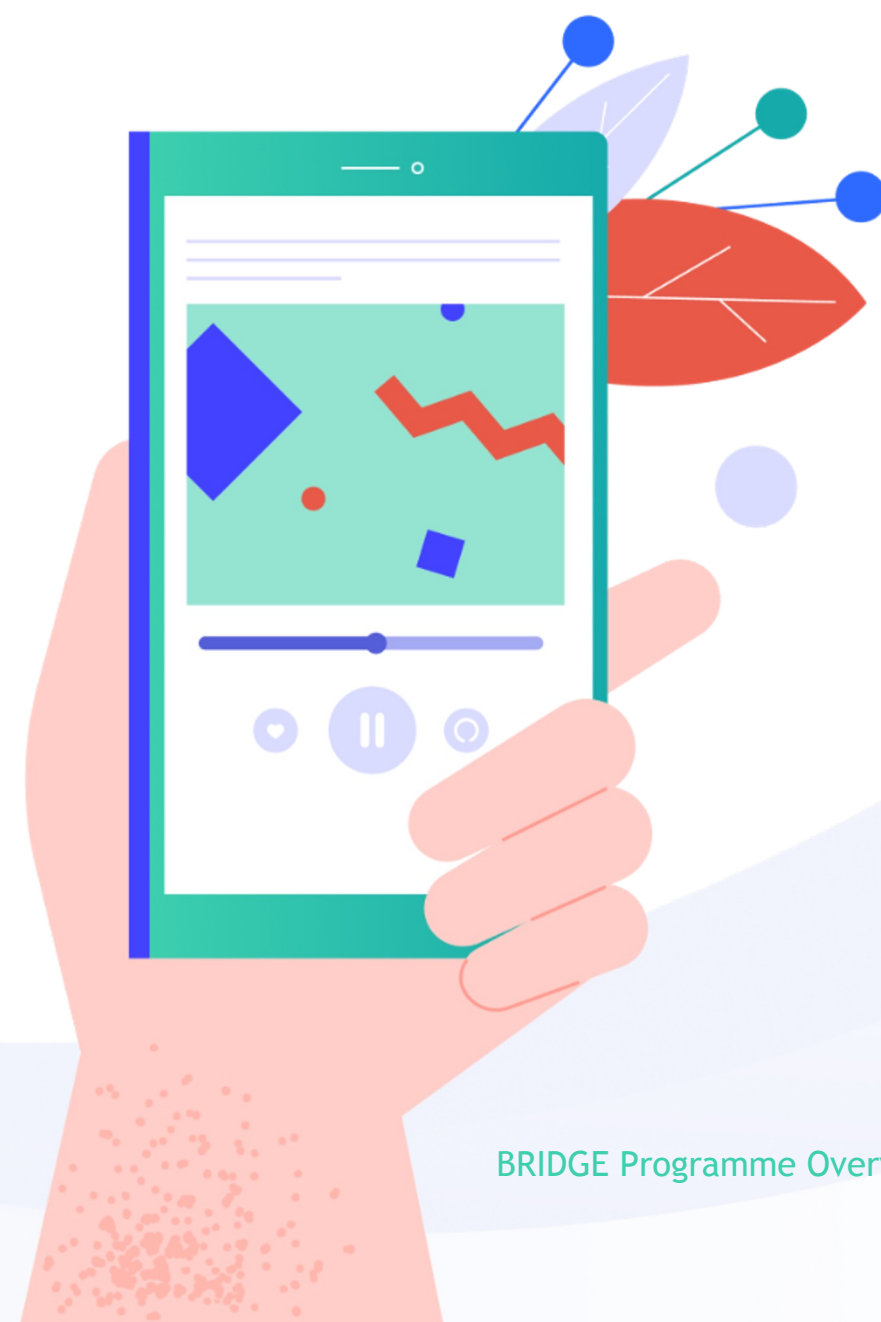
What is the Lightful Social Platform?

Helps you speed up social media scheduling, increase impact and save time. Charity Digital News rated us the most cost-effective, influential social media management platform for charities

Support

What support will I get?

- **1:1 onboarding**
Meet your dedicated Relationship Manager with an introduction to the platform and learn more about your organization and how we can help
- **Quarterly masterclasses**
Focused on digital strategy, championing influencers, storytelling and measuring success
- **How-to Webinars**
Practical advice on all things digital and social, such as building a content calendar, best practices for each social channel and getting buy-in on social
- **1:1 support**
Up to 4 one-on-one sessions with the experts and your team covering strategic topics such as building personas, storytelling and engaging influencers and ambassadors
- **A supportive community of peers**
Share your learnings and ideas with similar nonprofits to build your network during and after the programme




Previous participants

Previous BRIDGE participants have said...




“ BRIDGE was the best thing that happened to our organization in 2020. Thank you for all your work.



Crete for Life
Crete, Greece

“ The best thing is the Masterclasses and one-to-one meetings. It gives me a chance to really pick the BRIDGE leadership team’s brains with problems we are having.



Attack Poverty
Texas, USA

“ The BRIDGE programme came in at the right time, and has helped us revamp our social fundraising efforts.



Village HopeCore International
Chogoria, Kenya

“ BRIDGE has really helped me develop the skills I need to create engaging content, specifically focusing on fundraising.




PeacePlayers International
Belfast, Northern Ireland

Programme Impact

The impact of the BRIDGE programme can be profound. As seen by previous organizations...

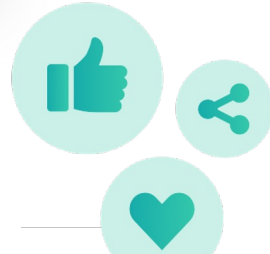
1 Increasing the quantity of giving



64%
Increase in total funds raised year on year

24%
Increase in fundraising after attending four or more one-to-ones


2 Increasing the quality of giving



3x
Increase in social media follower engagement

54%
Increase in audience engagement

3 Amplifying positive messaging across social and digital media



25%
Increase in confidence in digital skills



2x
Increase in audience growth rates