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powered by **lightful**

Strengthen your digital capacity

From the 16 - 27 January, 2023 Lightful's **free Digital Bootcamp** will help your organisation create or refine your digital strategy. We invite you to apply to the Digital Bootcamp now.

Lightful's Digital Bootcamp: 16 - 27 January

Lightful is a technology company for social good, and certified B Corp. We believe those doing the greatest good deserve the best technology. We specialise in building digital learning programmes and have worked with some of the world's biggest funders, as well as some of the smallest nonprofits.

Lightful's Digital Bootcamp is borne from the success of our flagship BRIDGE programme - a six month, high impact virtual learning initiative for nonprofits which gives them the knowledge and skills to better engage their virtual communities and fundraise online. Since 2018, BRIDGE has supported thousands of nonprofits in over 80 countries to be more sustainable, more resilient, and help them raise up to 361% more funding online.

The Digital Bootcamp is a **free**, two week condensed version of our BRIDGE programme, which will support your organisation to create or refine your digital strategy and help better identify, articulate and engage your supporters and funders - all whilst increasing your confidence.

Your organisation will join a virtual cohort of other nonprofits on the Digital Bootcamp, supported by Lightful's in-house experts. **Places are limited so please register interest early!**

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What your organisation will learn

In our experience, the vast majority of small and medium sized nonprofits do not have a clear or articulated approach to digital communications or online fundraising. The goal of our Digital Bootcamp is to help your organisation create your first, or refine your existing, digital strategy, all while increasing your confidence and expanding your network of like minded organisations.
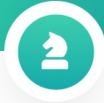
Actionable strategy

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.

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How the Digital Bootcamp is delivered

Our Digital Bootcamp is delivered virtually through a variety of formats to ensure your organisation gets a well-rounded learning experience.

We use a combination of **live masterclasses and group strategy sessions,** as well as access to **on-demand, bitesize learning content** through our e-learning platform: Lightful Academy.

We know the time constraints faced by most nonprofit organisations, which is why we encourage and welcome multiple participants from your organisation to enroll in the Digital Bootcamp. This enables both individual reflection and peer learning - maximising the effectiveness of the Digital Bootcamp whilst relieving the potential strain that could be placed on one participant.

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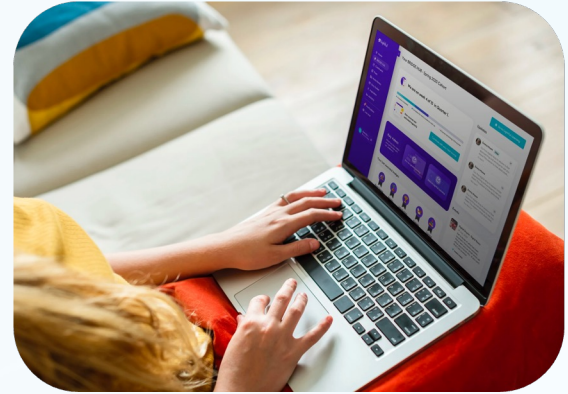
The Digital Bootcamp schedule: 16 - 27 January

Our Digital Bootcamp will kick-off on Monday 27 January and run weekdays until Friday 27 January. The minimum time required is **four hours**, spread out over the **two-weeks**. We encourage you to attend the live sessions in real-time (we provide 2 options for each which will suit all time zones), although these will also be recorded for convenience.

Week 1		Week 2	
Live masterclass: Framework for digital success	**Live group strategy session: Turning strategy into action**	**Live masterclass: Understanding your audiences**	**Live group strategy session: Leveraging the power of personas**
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.	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.	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.	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.
Access to e-learning playlist through Lightful Academy: Building a digital strategy	**Access to e-learning playlist through Lightful Academy:** Digital best practices	**Access to e-learning playlist through Lightful Academy:** Developing and understanding audiences	**Access to e-learning playlist through Lightful Academy:** Introduction to personas

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A word from our previous Bootcamp participants

"Lightful's Bootcamp explained in very simple terms the ways to identify our audience's interests, how to use our data and analytics to guide our content creation, and ways to communicate with our audience on a personal level - this has been so helpful for our organisation!

Youth Hub Africa, Nigeria

97% of all participants said they have a better understanding of what they need to do to take their goals forward after Digital Bootcamp

Watch May's Digital Bootcamp impact video here

"This approach to digital strategy will help our organisation to succeed in becoming more visible and hopefully create further funding streams

Learning for Life, UK