



Digital Steward



Digital First-Mate



Digital Captain

DIGITAL STEWARD

You are a few steps behind in your digital transformation voyage, but it's never too late to start!

Your organisation is comfortable using the systems and processes that have been in place for several years, but you are starting to realise that you're hitting the ceiling on your internal capabilities and the impact you're having on your beneficiaries.

Your support systems and fundraising efforts are kept traditional, and access to beneficiary information is limited. Your processes are simple and manual, with some of them being inefficient as well as time-consuming.

The systems in place are usually independent, with little-to-no data transferring between them. Departmental silos are ingrained in your company culture, and collaboration is limited.

Now is a great time to move forward and start implementing digital solutions to set sail in your digital voyage.

YOUR 3-STEP PLAN TO DIGITAL SUCCESS

Start digitalising your organisation, from the inside out.

1. Map out your current digital ecosystem. This is essentially an inventory of all the digital platforms and tools currently in use, resulting in a diagram showing an overview of your organisation's digital capabilities. This will allow you to identify gaps and opportunities to increase efficiency within your SSA.

2. Weather the storm to gain support & commitment from your organisation. Without support from your organisation, any transformative project would fail. Not only is getting commitment important, but having the CEO communicate your digitalisation goals is important to get the rest of your nonprofit onboard.

3. Plot a clear strategy map, which should include a timeline, concrete, achievable targets, and metrics to measure those targets. This will act as the cornerstone of your digital transformation efforts, and will be helpful to establish accountability for your initiatives.