

# Introduction to Digital

# Today's Session

Today we'll be covering areas where digital skills can help clubs and teams on their way to greater success.

- **Introduction to Digital**
- **Digital Strategy**
- **Digital Marketing**
- **Digital Fundraising**
- **Digital Tools**



# What do we mean when we talk about digital?

Source: <https://www.thecatalyst.org.uk/what-we-mean-by-digital>

**Digital transformation** – we recognise that we could operate more effectively by incorporating digital into everything we do. We recognise that it doesn't have to be scary or expensive and can make us a more effective and efficient organisation. It's a process that looks at everything we do and thinks about how we can make it less analogue

# What do we mean when we talk about digital?

**Digital skills and inclusion** – Moving to new systems can feel scary and overwhelming. Who do we have in our network who can help us and help to take everyone on the journey with us. How do we make sure that everyone has the training and the access so that they are not excluded on the journey

# What do we mean when we talk about digital?

**Digitising processes** – are we using pen and paper or excel sheets to track information for ourselves and for funders? Is there a website or an app that could pull all that together for us, pull reports and show our impact more effectively?

# What do we mean when we talk about digital?

**Digital infrastructure** – do people have the access to smartphones, laptops and wifi they need?

# What do we mean when we talk about digital?

**Digital engagement** – are we using the best methods to tell people about what we do?

This could be about sharing information with participants and parents/guardians, finding new members and volunteers, telling your community about what you do, getting feedback from participants/partners/community

# Why is it important?

Hopefully you've started on the sports.connected project because you already think that it is!

The aim is to help your organisation achieve its goals.

The tools and skills we want to help you attain should make your life easier and save you time and money in the long run.





# Digital Strategy

# Intro to: Digital Strategy

## What is a digital strategy?

It's a process rather than a written document.

It's about what we want to achieve as an organisation and how we want to get there.

It includes everything that you do: it's not just your website, IT, social media... It's service delivery, HR, Internal processes, Comms & marketing, Project management, Data management & analysis, collaboration, fundraising, governance and so on....

Check out <https://cwmpas.coop/our-digital-toolkit/> that breaks down each section

# Digital Strategy: Benefits

- **Get everyone involved** – a good digital strategy should include everyone involved in the organisation having a say and getting the chance to get involved
- **Comprehensive** – as discussed above, it covers everything that you do
- **Dynamic** – It provides a framework to hang everything on

# Digital Strategy: Perceived Risks

And some potential challenges:

- **Too big** – it can feel like just another thing to do on top of much more important things
- **It's great at the time** – you can have a great discussion about it now but will it end up lingering "on a dusty shelf" (or the digital equivalent)
- **We're really small** – what do we need a digital strategy for?

# Digital Strategy: 3 things to sustain

## **It's a living thing**

It's an ongoing direction, not a fixed point in time. Keep revisiting

## **Embedded**

It's part of everything you do – every time you create a new process, are you using the principles of your digital strategy?

## **Relevance**

Keep testing and checking – is it working for you? Is it cost effective? Could there be a better solution out there?



**Digital  
Marketing**



# Digital Marketing: Example use cases for digital marketing skills

- **Researching** – Low cost or free access to market research and trends
- **Data/CRM** – Organising your information including audience/customer data
- **Production/Design/Copy** – Low cost or free tools to help with creative and production tasks
- **Social Media, Web, Outreach** – Low cost or free content distribution – at high speed!
- **Management** – Low cost, efficient tools for projects, planning and team comms

# Digital Marketing: Benefits

Here are some of the best bits of digital marketing:

- **Comparatively low cost** – compared to traditional media
- **Fast** – Online is usually interchangeable with instant
- **Flexible** – The range of channels, impermanence and ability to edit makes it easy to adapt
- **Far-reaching** – There are billions of people on the web!
- **Targeted** – With the right skills you can reach exactly the audience you need
- **Community** – People are willing to engage online long term



# Digital Marketing: Perceived Risks

And some potential challenges:

- **Competition** – everyone wants in meaning high demand
- **Noise** – see above... how can you cut through?
- **Exaggeration and conflict** – creators, users and communities can be tribal
- **Trustworthiness** – lower levels of trust online with spam, fraud and less physical evidence
- **Complexity** – where do you even begin!?

# Digital Marketing: Where to start?

***Q: Marketing seems a huge topic. Where do I begin?***

***A: At the end! Set a goal and work in reverse to develop a strategy and actions to follow.***

For example – Objective: I want to increase contact with club members?

- **Strategy** – Communicate via multiple channels to help give options to club members.
- **Actions** – Set up an e-mail list, a social media presence and a WhatsApp Group.

# Digital Marketing: 3 things to sustain

## **Reputation**

Use digital marketing to improve and broaden your reputation among your target audience.

## **Regularity**

Keep marketing as a long-term priority, be consistent, be visible, be available.

## **Relevance**

Remain active in subjects related to your organisation and campaigns.

A photograph of a basketball game in progress. In the foreground, a player in a white jersey with blue accents is dribbling a basketball. He is being closely guarded by another player in a similar white and blue jersey. In the background, another player in a light blue t-shirt is visible, and there are red and yellow banners with the word 'THUNDER' on them. The scene is set in an indoor basketball court with a wooden floor and a large basketball graphic on the wall.

# Digital Fundraising

# Intro to: Digital Fundraising

**Digital fundraising is simply fundraising using digital technology, which usually means fundraising online (NCVO)**

Digital Fundraising could include:

- Using online tools to search for funds
- Using crowdfunding platforms
- Adding donate buttons to your website/social media/comms
- How you make it easy for people to give you money
- How you pull together your information to give to funders for applications and for reporting

# Digital Fundraising: Benefits

Here are some of the best bits of digital fundraising:

- **Fast** – No more filling in paper forms
- **Direct** – More direct relationship with funders
- **Easy** – find loads of funds online where people have already done the work
- **Community** – Engaging with people who already know and support you
- **Engaging** – can use multimedia to really tell your story rather than just text

# Digital Fundraising: Perceived Risks

- **Security** – having all your information shared online
- **Volume** – more people using online platforms = more competition
- **Impersonal** – less traditional relationship building with funders

# Digital Fundraising: Places to go

- Crowdfunder
- SNAP
- Brevio

The best kind of funding is the kind that's ready and willing.

Use digital platforms to find the best opportunities.



# Digital Fundraising: Where to start?

***Q: Where do I begin?***

*A: Look at a successful application – what made it good?  
How did you tell your story?*

This is transferable. The more you learn how to tell your story in an engaging way, the more successful you will be.



**Digital  
Tools**



# Digital Tools: What do we mean?

Digital tools are typically bits of software, websites, data and apps that can help organise and use information.

We might use digital tools for research, monitoring, sharing information, or creating things.

A good suite of digital tools should help streamline and speed up administrative tasks and make it easier to find information.

# Digital Tools: What to watch out for

- Whilst digital tools are extremely useful, it's worth having a plan before diving in.
- **Duplicating data** – be conscious of how many sources of information you have. One source of the truth is best!
- **Housekeeping** – Close old accounts and keep data clean as much as you can
- **Keep talking** – Lots and lots of communication, especially conversation
- **Involve people and manage change** – "Who moved my cheese!?"

# Useful tools for managing things

- [SNAP](#) – Find and match with sponsors
- [Spond](#) – Club/Team administration
- [Groop](#) – CRM/People and team management
- [Brevio](#) – Find and match with funding providers
- [Slack](#) – Instant messaging service
- [Dropbox](#) – File storage and sharing
- [WeTransfer](#) – File transfer
- [LastPass](#) / [Dashlane](#) – Password management sharing
- [Asana](#) / [Monday](#) / [Basecamp](#) / [Trello](#) – Project management
- [Canva](#) – Design
- [SurveyMonkey](#) / [Google Forms](#) – Research
- [Mentimeter](#) / [Padlet](#) – Doing quick consultation exercises



**What  
next?**

# What next?

Check out signposting to loads of great resources: <https://thehub.sported.org.uk/vodafone-sports-connected/resources.html>

Complete your padlet and decided where you want to go next!