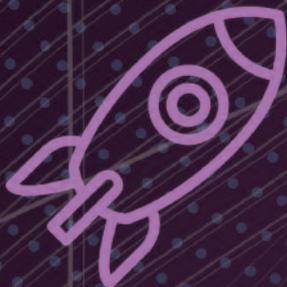


# Charity Digital

TIME FOR ACTION

Annual Conference - Tuesday 25 June 2019, London



Big impact against the odds



Pioneering digital



Looking to the future

Book tickets now:

[www.dsc.org.uk/digital2019](http://www.dsc.org.uk/digital2019)

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# Charity Digital

## TIME FOR ACTION

How many years? How many conferences? How many more 20 somethings in tortoiseshell glasses will stand up to tell you how you're doing your job wrong?

So that you can start taking action, we'll tell you how it is and grapple with the challenges. We'll talk: finding the cash, digital on a budget, learning from digital disasters, understanding the risks and separating facts from fearmongering. Action is what this event is about.

We've invited leaders to share honestly and openly their experiences and advice to support your charity in moving forward with digital.

This event is for the do-ers, this is for the people who want to make it happen. For one day, we'll focus on the following themes:



### Big impact against the odds

Don't let size limit your ambition or your impact. Be inspired by realistic innovation from charities that have embraced digital and made a significant difference.



### Pioneering digital

Lead the way with digital. We'll talk leadership before tech, understanding the right opportunities for your charity plus we'll hear from some awe-inspiring folks that don't take no for an answer.



### Looking to the future

What's on the digital horizon that you can actually make use of today to support your mission? From the UK government's civil society strategy to millennials and service users - how do these essential partners help us achieve our mission going forward?

**Prices:** Band A: **£199** Charities with a turnover up to £500,000  
Band B: **£299** Charities with a turnover over £500,000  
Band C: **£399** Statutory & commercial

For up-to-date news about speakers or to book tickets go to:

[www.dsc.org.uk/digital2019](http://www.dsc.org.uk/digital2019)



### About our partners

Reason Digital is a leader in doing good with digital. As an award winning social enterprise working exclusively on projects that improve the lives of real people - this is a team on a mission. From building in-house product innovations, to working with top charities like Age UK, Parkinson's UK and The Trussell Trust to enhance what charities do with digital, Reason Digital are the experts on harnessing technology for positive social change.

09.00 - 10.00 Registration

10.00 - 10.45 Welcome and Plenary

Purpose of panel discussion: Hear the latest thinking from three charity digital leaders on the challenges and opportunities facing the sector. Followed by a Q&A.

10.45 - 11.00 Break

### Big impact against the odds

11.00 - 12.00

#### Anti-social media - How to go guerilla on social media

Slammed for its negative effects and inflicting damage on brands as trolls scroll back 10 years to find 140 characters worthy of ending a reputation. How do you navigate the loud and treacherous waters of social media? How do you use it to have an impact? Social media enables us to tell powerful stories, but what are the considerations in a volatile world with a growing number of proud luddites?

### Pioneering digital

#### Building leadership before building tech

When leadership isn't aligned with digital, it doesn't mean you stop. We'll dive into the tactics to design and build your own digital leadership team. In this session, we'll cover these five stages:

1. Become the leader
2. Identify digital leaders
3. Train leaders to be digital
4. Build a digital advisory group
5. Recruit digitally empowered trustees

### Looking to the future

#### How the civil society strategy can change your digital strategy

In 2018, the UK government published their 'Civil Society Strategy'. This strategy includes the promotion of tech for good and strong intentions to support charities. The opportunity to unify charity and government is never more important than now. We'll explore opportunities that the civil society strategy creates for you and ask what it means for what's coming next.

12.00 - 13.00 Lunch + tech demo

13.00 - 14.00

#### Honest hour - Digital disasters and what we learnt

Being a small charity can bring frustrations; time, budget and brand awareness, to name a few. On the flip side, strengths include the ability to adapt, the freedom to make mistakes, and the opportunity to learn from sector leaders. Things go wrong on digital journeys, but why? And what have we learnt?

#### Preparing yourself for the best digital funding bid application

Digital funding bids are challenging, particularly when you're short on time and budget. Let's shift the focus. What's worth considering putting a funding bid in for? What bids should you ignore? How do you create a genuinely fruitful partnership with a funder that has longevity? This session shares advice on how to best position yourself for a digital funding bid that's right for you.

#### Charity seeking digital innovator with GSOH

As a charity, waiting for resource and expertise to arrive at your door before you innovate with technology results in missed opportunities. In this session, we delve into impactful and inspiring collaborations between innovators and charities, breaking down that journey. You'll learn how to be appealing to partners and attract innovators. What does the recipe for a successful partnership look like?

14.00 - 14.15 Coffee + tech demo

14.15 - 15.15

#### Being smart with digital

This session is dedicated to learning from and celebrating charities and pro-social organisations. Despite their size and age, they have had a big impact with technology that may be on a shoestring budget or through smart funding tactics. Providing key takeaways, we'll hear from digital leaders that haven't let their size limit their aspirations.

#### Changemakers - Behaviours to inspire a change in culture

Be inspired by the leaders using digital to make a change to society. Do you feel alone in trying to make a change or maybe the struggle is too frustrating? Meet our changemakers taking on monumental challenges with tech and tenacity. This session will provide you with a mindset you can adopt for your own strategy.

#### Future tech trends

Tired of trying to understand the latest digital innovations, the constant buzzwords and how they affect you? Join us to learn (in plain English) about future tech trends - on a human level. Matt Haworth, thought leader in tech for good shares insight that our sector needs to know about. Matt will explore how charities harness technologies to make a difference to their cause and the people they serve. There will be some laughs along the way.

15.15- 15.30 Coffee + tech demo

15.30 - 16.30

#### Cyber security & GDPR - Separating the facts from the fearmongering

Every year that goes by, certain digital topics feel more and more burdensome. Cyber security, GDPR and privacy concerns are obstacles to tackle in the ever-changing digital environment. In this session, we will separate the facts from the fearmongering and leave you feeling comfortable and clear on these areas and how they affect you.

#### Service users building charities in a digital world

We give the stage to a charity's most valuable resource - the people they serve. We'll hear from service users with the vision and drive to build their own charities. Empowered by their own experiences, the charities that helped them and the possibilities digital provides - they've taken their challenge into their own hands. As charities ourselves, we need to listen to users and understand their environments (digital or not), because if we don't, they'll go out and build it themselves.

#### Ask a digital native what makes them care

Still targeting the same donor profiles you built ten years ago? It's time for change. Millennials are your current and future donors. You'll hear directly from them to gain insight on what makes them care and importantly, reach for their contactless card? From bloggers, gamers, social media influencers to the proud modern digital luddites - what drives them to support your charity?

16.40 - 16.55

### Closing - What to do next?

Matt Haworth, Co-Founder at Reason Digital - We'll suggest some next steps for when you return to the office, drawing on key themes and ideas from across our expert speakers.

**17.00 onwards**  
**Drinks and networking**