

Background information

Reason Digital are not just a trainer or helicopter consultant: we partner with charities to deliver and implement real-world projects, our knowledge comes from experience of using digital to drive real results for charities like you - both local and national.

If you have anything from an inkling, to a clear idea, that digital could be doing more to help your charity achieve results then this package of support is the way to get a concrete plan in place of how to get there, and build digital capacity along the way.

We believe that digital should be put to work achieving charity's mission and goals. That means each time we support a charity it's unique. We work with tried-and-tested workshop methods to ensure you can steer the sessions to focus on where your organisation needs results or digital change the most... it could be service delivery, fundraising, or finding efficiencies for staff.

Development support offer

Reason Digital will undertake a short, in-depth piece of work which we call a sprint. It's a full week (5 days) of focused time, with 3 of those days working alongside your team, backed up by a series of workshop methods, worksheets, training presentations and templates. It builds the digital capacity of your team, particularly at a strategic level, gives you clarity on where you should focus their digital efforts to achieve results, and a clear plan of how to get there.

Diagnostic

Reason Digital will arrange a half-day in-person or video diagnostic session with you to discover your current position and what you hope to achieve from our time with you. This is to understand the biggest challenges and opportunities that you face, as well as learning about your mission, plans, and how you currently use digital.

The diagnostic will take place within 20 business days of us receiving the referral. We ask that you are available for half a day within this time period. The sprint process will be provisionally scheduled during the diagnostic session to take place within three months of the diagnostic.

Expectation setting

This digital transformation sprint won't focus on specific IT infrastructure but will empower you to apply the culture, practices, processes and technologies of digital to achieve your missions and goals.

The sprint

Following the diagnostic, you will be sent an information pack which details the process, and highlights anything that you need to prepare. It will also ask you to choose an engagement level (see Input Needed from the Charity), to identify the key people who will be engaged with the work, and to agree the dates for the sprint.

The Sprint will likely follow this format:

Day 1 – Prepare

This will be done in Reason Digital offices and there is no need for you to attend. This is an in-depth preparation of the three days we will spend with you to ensure that we provide the most valuable tools and workshops for your needs.

Day 2 – Understand

The second day is about rapidly discovering the needs of your organisation and its users. It's also about learning about charity digital transformation. This is the first day Reason Digital will be based in your offices and this will be a first introduction to the methods and techniques used in digital practices.

Day 3 - Design

The third day is about designing the digital future, focusing on one to three opportunities identified by the group, dependent on the size/scope of those opportunities. It's also about experiencing user-centred design, a key digital skill. Again, we will be based in your offices.

Day 4 - Decide

Today is the day we will decide together what to put in the digital plan, and, if possible, present it to the wider organisation. It's also about experiencing a little bit of agile project planning, a key digital tool. This will be the last day Reason Digital will spend with you.

Day 5 - Hand over

The last day is spent at the Reason Digital offices, writing up the action focused report to hand over to the charity. There is no need for you to attend this day.

Post- Sprint Retrospective

When the report is sent a time will be agreed, normally around three months, that we will meet with you again to keep the momentum going and give you a chance to gain further advice, tools or content to support your progression.

The format of the meeting will be a retrospective and would ideally have the same group who attended the sprint to see what changes have been made since the work was completed, gather insight on the process and see if there are any new opportunities for next steps with your Lloyds Enhance grant manager. It may also be beneficial if your grant manager attends this retrospective.

When might the Provider be the most appropriate solution for the charity ?

The digital offering is appropriate for charities making existing use of digital but who feel they could do more, and for charities that have prioritised digital but are early on in their digital journey.

If you have anything from an inkling, to a clear idea that digital could be doing more to help you achieve results then this package of support is the way to get a concrete plan in place of how to get there and build digital capacity and culture along the way.

This is not for charities who have done little to prioritise digital as making that shift is the greatest barrier to building a digital plan and this package does not facilitate that operational shift.

This offer is available for charities in the North West, Yorkshire and the Humber, and London.

Input needed from the charity

The diagnostic will take place within 20 business days of Reason Digital receiving the referral. Charities must be available for half a day within this time period. The sprint process will be provisionally scheduled during the diagnostic session to take place within three months of the diagnostic.

Following the diagnostic, you will be sent an information pack which details the process, and highlights anything that you need to prepare. It will also ask you to choose an engagement level, to identify the key people who will be engaged with the work, and to agree the dates for the sprint.

<p>Collaborative 😊</p>	<p>Key members of the team can spare 3 days of time one week to take part in workshops and collaborate on the recommendations. You will gain more knowledge about digital and build skills by trying your hand at user centred design thinking, agile project management techniques, and more.</p>
<p>Consultative 😊</p>	<p>If your team can only spare a few hours during the week (but at least one full working day in total. This can be conducted in the same day, or split over three days), Reason Digital will use its own best judgement to decide on priorities and recommendations. You will get some knowledge of digital and the practical considerations of doing more with digital in your organisation.</p>
<p>Stand alone 😞</p>	<p>If the charity won't be able to give at least one full day face to face time, then sadly we're not able to offer this support. In order to build capacity, and ensure what is created is fit for purpose, a certain amount of face-to-face time is essential. If this is discovered during the diagnostic process, or if circumstances change, Reason Digital will end the project at that point and any materials created to date will be handed over to the charity.</p>