



The 2024 Charity Digital Skills Report

Survey questions

Find the online version here:

<https://www.surveymonkey.com/r/charitydigitalskills2024>

Welcome

We use this survey to influence funding and support for UK non profits

Thank you for helping to build the 2024 Charity Digital Skills Report, by Zoe Amar and Nissa Ramsay, with fantastic support from [Catalyst](#), [Pixeled Eggs](#) and [Stopgap](#).

Our resource is widely shared and used to inform funding and support. We believe this should be inclusive and help organisations like yours to determine how you want to move forward. You can read our [2023 report here](#).

About the survey

- The survey is open until midnight on Friday 26th April 2024
- We will be launching a Welsh language version imminently
- You'll need 20 minutes, a cup of tea and feel ready to reflect
- You can take a break (just stay on the same device and browser to return to your responses)
- You can skip any questions (none are compulsory) if they do not feel relevant, or if you do not want or know how to answer them (preview [our questions here](#))
- The survey is designed for any not for profit organisation in the UK voluntary, charity and social enterprise sector at any stage with digital
- Some questions will feel less relevant if you are from a very small organisation with no paid staff (please skip these)
- It helps if you know about digital work and plans in your organisation. If not, you could pass this survey on, consult with colleagues or complete it as a team

What we ask

Our questions are straightforward and do not require technical knowledge. You can [preview our questions here](#). We ask about:

- How you perceive digital progress, skills priorities and challenges in your organisation
- Using social media and engaging audiences online
- What role digital tools have in your service delivery
- Your approach to using AI (artificial intelligence) tools
- Any steps you are taking to reduce your carbon footprint
- How funding and support could help you move forward with digital
- CEO and board digital skills

How the survey can help you too

Previous participants told us the survey helps to:

- Take a step back to think about what you have and need
- Reflect (as a team) on what is really holding you back
- Spark ideas and think about areas of digital which are new to you
- Contribute your voice to inform funding and support for your region and sector
- Find out more about topics and support (we provide links)

At the end of this survey, you can also choose to:

- Receive a PDF copy of your responses to keep
- Nominate your organisation's work to feature on our website and social media
- Enter our prize draw to win 1 of 5 prizes of £500 (unrestricted funding)

Survey details and prize draw

About the prize draw and how to enter

- We are offering the chance to enter your organisation into a prize draw, to win one of five prizes of unrestricted funding of £500
- You can opt-in at the end of the survey
- You can secure one additional entry (limit of two entries) to the prize draw if someone from another organisation names your organisation when they complete the survey. You can also do the same and name another organisation for an additional entry.
- [Zoe Amar Digital](#) will administer two of the prizes. These are reserved for registered charities, with any level of income
- [Catalyst](#) will administer three of the prizes. These are reserved for organisations with an income of up to £1 million

How we use your data

- Your answers are confidential to Zoe Amar Communications Ltd (trading as [Zoe Amar Digital](#)) and Nissa Ramsay, trading as [Think Social Tech](#)
- Any data, quotes or findings we share will not be identifiable to you or your organisation. The survey is anonymous by default
- You can opt-in to name your organisation publicly as a participant or provide a case study
- You can opt-in to enter the prize draw, sign up to our mailing list or receive a copy of your responses
- We will not share your contact details or use these for any other purposes
- Find out more in our [privacy policy](#)

What happens next

We will publish our report on the [Charity Digital Skills Report](#) website in July 2024.

If you have any questions, or if you need assistance to complete the survey, please contact zoe@zoeamar.com

About your organisation

1. Which of the following best describes your main role(s)?

Where they overlap, please choose the option which best summarises your role.

Tick all that apply

- a. Trustee, board member or Non Executive Director
- b. CEO
- c. Leadership team
- d. Management
- e. Staff member
- f. Volunteer
- g. Freelancer / contractor
- h. Other (please specify)

2. What is the legal status of your organisation?

Tick all that apply

- a. A registered charity or Charitable Incorporated Organisation (CIO)
- b. Community Interest Company (CIC) limited by guarantee
- c. Community Interest Company (CIC) limited by shares
- d. Company limited by guarantee
- e. Unincorporated organisation
- f. Co-operative Societies and Community Benefit Societies
- g. Charitable Trust
- h. Other (please specify)

3. What is your organisation's annual income?

- a. £0 to £10,000
- b. £10,001 to £100,000
- c. £100,001 to £500,000
- d. £500,001 to £999,999
- e. £1m to £10m
- f. £10m to £100m
- g. £100m+
- h. We are newly formed / do not yet have a year of accounts
- i. I don't know / Prefer not to say

Equality, diversity and inclusion

These questions help us identify digital skills, funding and support needs for specific groups, which we include in our report. We'd love to hear any feedback you have to improve our survey (we ask at the end).

Learn more: We explain our terminology and approach in this [blog post](#) and we align with the [Diversity, Equity and Inclusion \(DEI\) Data Standard](#)

4. Think about your organisation's core purpose and target groups. Does this include any of the following population groups?

Tick all that apply

- a. Black groups (Black African / Black Caribbean / Black British/ Black Mixed / Black Other)
- b. Other racialised communities (please tell us more below)
- c. Asylum seekers, Refugees and Migrants
- d. Neurodivergent people (including those with cognitive differences, learning disabilities and learning difficulties)
- e. Disabled or d/Deaf people
- f. People experiencing or affected by domestic abuse
- g. Marginalised genders
- h. LGBTQIA+ people
- i. Faith communities
- j. Older people (65+)
- k. Young people (16- 25)
- l. Children (under 16)
- m. People who are educationally or economically disadvantaged
- n. Specific geographical population/s (e.g. residents in a town)
- o. Our services are open to everyone
- p. Another group not identified here (please tell us more below)
- q. Not applicable
- r. Please tell us more here (optional)

5. Is your organisation led by any of the following population groups?

Definition: At least 75% of your board and 50% of senior management identify with this group

Tick all that apply

- a. People with lived experience of the issue we address
- b. Black groups (Black African / Black Caribbean / Black British/ Black Mixed / Black Other)
- c. Other racialised communities (please tell us more below)
- d. Asylum seekers, Refugees and Migrants
- e. Neurodivergent people (including those with cognitive differences, learning disabilities and learning difficulties)
- f. Disabled or d/Deaf people
- g. People experiencing or affected by domestic abuse
- h. Faith communities
- i. Marginalised genders
- j. LGBTQIA+ people
- k. Older people (65+)
- l. Young people (16- 25)
- m. People who are educationally or economically disadvantaged
- n. No
- o. Not applicable
- p. Another group not defined here (please tell us more below)
- q. Please tell us more here (optional)

6. Would you describe your organisation in any of the following ways?

Tick all that apply

- a. Grantmaking trust or foundation
- b. Infrastructure / second tier organisation
- c. Social enterprise or community business
- d. Providing frontline services to individuals
- e. Tackling climate change
- a. Tackling racial injustice and inequality
- f. None of the above

Where you work in the UK

7. Which country or countries are you primarily based in?

Think about where the majority of your work is delivered or focused

Tick all that apply

- a. All our work is online (no specific country or no geographical focus)
- b. England
- c. Scotland
- d. Northern Ireland
- e. Wales
- f. Outside of the UK
- g. UK wide

Where you work in England

8. Which English regions are you primarily based in?

Think about where the majority of your work is delivered or focused.

Tick all that apply

- a. Not applicable
- b. All our work is online (no specific region or geographical focus)
- c. London
- d. South East
- e. East of England
- f. East Midlands
- g. North East
- h. North West
- i. West Midlands
- j. South West
- k. Yorkshire and the Humber
- l. England-wide / multiple or most regions

Digital stage, priorities and skills

Our definition of digital

In this survey we define digital capacity holistically. This includes digital skills, ways of working, resources, strategy and leadership, as well as effective use of digital tools, systems and technology. We believe strong digital capacity is about the ability to respond to the opportunities and risks surrounding technology. Central to this is a commitment to safety, inclusion, accessibility, social and environmental justice.

Learn more

- This [article by Catalyst](#) covers different definitions of digital in the sector
- Our digital stages are taken from the [Charity Digital Journeys](#) report by Catalyst

9. What stage is your organisation at with digital?

Select one answer

- Curious:** We have some digital basics in place, such as social media or remote working and recognise we could do more
- Starting out:** We're developing our use of digital across the organisation but we don't have a strategy in place yet
- Advancing:** Digital is part of our strategy, but we've not embedded this yet. We're investing in technology and developing our skills
- Advanced:** Digital is integral to our organisational strategy and embedded in everything we do

10. How important is your progress with digital compared to other priorities in your organisation?

Select one answer

- High priority (It's one of our top organisational priorities)
- Medium priority (It is important, but we have other pressing priorities)
- Low priority (We're working on this, but it's not a key priority)
- Not a priority
- I don't know

11. Core digital skills: How would you rate skills and capacity across your organisation in the following areas?

Excellent, Fair, Poor, We don't do this, I don't know

- a. Using digital tools in everyday work
- b. Making the most of our website
- c. Resourcing digital effectively
- d. Engaging with emerging tech trends
- e. Using digital tools in service delivery
- f. Undertaking user research
- g. Safeguarding users of digital services
- h. Cybersecurity
- i. Data protection / GDPR compliance
- j. Collecting, managing and analysing data
- k. Using data to inform decision making and strategy

Engaging audiences

12. Engaging audiences: How would you rate skills and capacity in the following areas?

By audiences, we mean your external supporters or stakeholders

Excellent, Fair, Poor, We don't do this, I don't know

- a. Social media
- b. Email marketing
- c. Creating engaging content
- d. Digital fundraising
- e. SEO (Search Engine Optimisation)
- f. Paid social media advertising
- g. PPC (Pay per click) ads (e.g. Google Ads)
- h. Digital campaigning
- i. Using website and analytics data
- j. Online retail

13. In light of how social media platforms have evolved this year, has your organisation taken any of the following actions?

Tick all that apply

- a. Moved away from using X (Twitter)
- b. Continuing to use social media as we always have
- c. Spent less time using social media
- d. Spent more time engaging social media
- e. Spent more time monitoring social media (e.g. for misinformation)
- f. Reviewed our social media strategy
- g. Developed our crisis management plans
- h. Put more effort into our other platforms
- i. Developed profiles on new social media platforms (e.g. Threads, Mastodon, CounterSocial, BlueSky)
- j. Taken steps to protect staff using social media
- k. Supported staff experiencing trolling
- l. I don't know
- m. Not applicable
- n. Other (please specify)

Digital services and ways of working

14. What role/s do digital tools or approaches typically have in your services?

This can include services for other organisations, stakeholders and volunteers.

Tick all that apply

- a. **Minimal.** We prioritise face to face delivery
- b. **Supportive.** Digital tools form part of service delivery or compliment core services (e.g. video calling, an online community)
- c. **Behind the scenes.** Digital tools help with delivery, project management or organisation (e.g. online registration)
- d. **Significant.** We develop our own in-house digital products, platforms and tools to provide services
- e. **Digital first.** We are platform based, operating solely online
- f. **Digital inclusion.** We support people or organisations to get online
- g. **Not sure**
- h. **Not applicable** (e.g. we don't deliver services)

15. If you offer any online, digital or hybrid services, to what extent do you feel they are (or have been):

A great extent, To some extent, Not at all, Not sure / Not applicable

- a. Inclusive of our intended users
- b. Developed by diverse teams
- c. Informed by research with diverse communities
- d. Reaching diverse communities
- e. Accessible, meeting different accessibility needs
- f. Monitoring diversity and inclusion
- g. Supporting staff wellbeing (e.g. if content is traumatic)
- h. Improved based on feedback or evaluation
- i. Not applicable

16. Do you or others in your organisation typically adopt any of the following digital ways of working?

Tick all that apply

- a. Discuss digital choices and challenges with other nonprofits
- b. Co-design services with users / people with lived experience
- c. Collaborate with other nonprofits to create a shared digital solution
- d. Adopt sector digital standards or design principles
- e. Share and combine your data with other nonprofits
- f. Contribute to open or sector data
- g. Share your learning about digital openly online
- h. Undertake user research to inform service design
- i. None of the above

Achievements, priorities and challenges

17. If you have made progress with digital this year, has this helped your organisation achieve any of the following outcomes?

Tick all that apply

- a. Attracted more funding
- b. Attracted more donations
- c. Developed staff / volunteer digital skills
- d. Recruited people with digital skills
- e. Given better support to volunteers
- f. Delivered our strategy more effectively
- g. Spent less time on administrative tasks
- h. Found useful insights from data (internal or external)
- i. Expanded our reach online
- j. Offered new services
- k. Improved our services
- l. Supported more people
- m. Raised our profile / improved our brand
- n. Shared our message with policy makers and the media
- o. Reached more diverse users
- p. Improved digital inclusion
- q. Other (please specify)
- r. Not applicable (e.g. we have not made progress this year)

18. What do you see as your organisation's key digital, data and technology priorities for the next 12 months?

Tick all that apply

- a. Offer new digital services
- b. Develop or scale our digital services
- c. Recruit a digital role
- d. Recruit a data role
- e. Grow staff / volunteer digital skills
- f. Improve board / Leaders digital skills
- g. Support clients with devices, data or digital skills (digital inclusion)
- h. Develop our digital strategy
- i. Develop our data strategy
- j. Using AI tools
- k. Invest in infrastructure and systems
- l. Revamp our website
- m. Grow our reach
- n. Build our online presence and social media engagement
- o. Increase online fundraising
- p. Use data to improve services or operations
- q. Improve data security, privacy or GDPR
- r. Improve diversity and inclusion (in digital work)
- s. Other (please specify)
- t. Not applicable (e.g. digital is not a key priority)

19. Are any of the following creating a significant barrier to your organisation from moving forwards with digital and data?

Tick all that apply

- a. Squeezed organisational finances
- b. Finding funds to invest in infrastructure, systems and tools
- c. Poor resourcing and budgeting for digital
- d. Lack of headspace and capacity
- e. Staff/volunteers digital skills and confidence
- f. Lack of technical expertise or someone to lead on digital
- g. Limited access to the internet, wi-fi connectivity
- h. Our equipment, hardware and devices (e.g. laptops)
- i. We don't have a CRM (customer relationship management system)
- j. Our CRM / database doesn't meet our needs
- k. Lack of vision or strategy for digital
- l. Our culture
- m. We don't know where to start or how to progress
- n. Other (please specify)
- o. Not applicable (e.g. we don't face any barriers)

IT provision and suppliers

Learn more

- [SCVO](#) offer a simple [Digital Checkup](#) and [Cyber Checkup](#)
- [Dovetail](#) helps nonprofits find digital partners, including [‘How to’ guides](#)

20. How do you rate your IT provision (technical support, hardware setup, internet access)?

Select one

- Very poor.** It causes significant challenges for our organisation.
- Poor.** It wastes a lot of time and affects what we can do.
- Fair.** It works for where we are currently, but it could be much better.
- Good.** Well managed and not a barrier to our development.
- Excellent.** We are confident it meets our needs.
- We don't have any IT provision**
- I don't know**

21. How important are the following factors when you are choosing a digital supplier?

Very important, Important, Not important / Nice to have, Not a factor, Not applicable / I don't know

- Cost / value for money
- Experience with organisations like us
- Experience with our issue / target group
- Their values and ethics
- Socially responsible business model
- Chemistry / relationship
- Environmental principles and approach
- Diversity in their team
- Commitment to diversity and inclusion
- How they involve people with lived experience
- Other (please specify)

Data

Learn more

- Use the [Data Orchard Data Maturity Assessment Tool](#)
- Learn more about [Data Stories](#) and [Small Charity Data Journeys](#) from Superhighways. They provide support for London based groups
- Join the [Data Collective](#), a community of individuals who work in the UK social sector, and use or want to use data

22. How important is data in comparison to other priorities for your organisation this year?

Select one option

- High.** It's a top / one of our key organisational priorities
- Medium.** It's important, but we have other pressing priorities
- Low.** We're working on this, but it's not a key strategic priority
- Not a priority**
- I don't know**

23. In an ideal world, which areas of data would you most like to seek external support for?

Note that we ask about using AI tools with data later on in our survey

Tick all that apply

- Theory of change development / planning data collection
- Technical skills (e.g. working with spreadsheets, survey design)
- Developing data policies and security
- Equitable or community led approaches (e.g. peer research, codesign)
- Analysing and making sense of data
- Website and social media analytics
- Choosing a CRM or reviewing our CRM needs
- Creating a data dashboard
- Developing a data strategy
- Using data to influence policy / change
- Building a data culture
- Using secondary or sector data
- Assessing our data maturity
- Storytelling with data
- Data visualisation
- Other (please specify)
- Not applicable

Using Artificial Intelligence (AI) technology

By artificial intelligence we mean the capability of a computer system to undertake human-like tasks, such as problem solving and learning. This can be any technology that intends to substitute or add to human decision-making.

We are interested in your intentional use of AI tools and technology. This could include generative AI tools (e.g. chat GPT), predictive and pattern recognition tools, as well as content creation tools. These are often built into other platforms which are widely used in the sector (e.g. Canva's AI image generator).

Learn more

- If you are new to AI, you can read our [blog post](#)
- Our [AI checklist for charity trustees and leaders](#) helps to develop next steps
- This [Catalyst guide](#) explains how charities can use AI ethically

24. To what extent do you agree with the following statements?

Strongly agree, agree, disagree, strongly disagree, Not sure

- a. AI developments are relevant to us (e.g. AI tools, public use, policies, legislation)
- b. We feel prepared to respond to the opportunities and challenges surrounding AI technology

25. Are you or your organisation currently using AI in day-to-day work or operations?

Select one option

- a. Yes we are
- b. We are working towards this
- c. Only informally (e.g. trying out AI tools)
- d. No [skips to 'Moving forward with AI']
- e. Not sure [skips to 'Moving forward with AI']

Adopting AI tools

26. Are you or others in your organisation using AI tools, formally or informally in any of the following ways?

Tick all that apply

- a. Administrative tasks (e.g. summarising meeting notes)
- b. Developing online content (e.g. social media posts, generating images)
- c. Grant fundraising (e.g. identifying funders, writing bids)
- d. Research and information gathering (e.g. about a topic, current advice)
- e. Finding insights in numerical data (e.g. in spreadsheets)
- f. Qualitative data work (e.g. transcription, finding insights)
- g. Predictive analysis (e.g. targeting donors, identifying service improvements)
- h. Recruitment (e.g. screening CVs, volunteer matching)
- i. Personalising marketing (e.g. tailored engagement for supporters)
- j. Drafting documents or reports
- k. Generating ideas / creativity (e.g. to start a project)
- l. Other (please specify)
- m. Not applicable

27. Is your organisation using or looking to use AI technology in service delivery? Are you developing services which respond to the impacts of AI technology on communities?

Tick all that apply

- a. Offering services built on AI tools
- b. Using AI tools behind the scenes to deliver services
- c. In the process of developing or piloting a service
- d. Looking into use cases and risks
- e. Supporting others to understand, critically engage with or use AI tools
- f. Supporting people and communities who are negatively affected by AI
- g. Influencing the responsible and ethical development of AI technology
- h. No
- i. I don't know
- j. Other (please specify)
- k. Not applicable

28. Would you tell us more about how you are trialling or using AI?

This is anonymous. If you would like this to feature as a case study on our website, or in the media associated with the report launch, please provide your contact details.

Moving forward with AI

29. Are you or your organisation taking any of the following steps to engage further with AI?

Tick all that apply

- a. No, we are not
- b. Developing an AI policy
- c. Reviewing data protection and security
- d. Actively following AI developments with interest
- e. Generating ideas to use AI tools
- f. Attending events, workshops, webinars to learn more
- g. Attending training
- h. Experimenting with AI tools in our everyday work
- i. Asking clients, users and communities about their views / use of AI
- j. Improving our data maturity and capability
- k. Joining communities or networking groups focused on AI
- l. Peer learning or talking with other nonprofits
- m. Hiring people with AI skills
- n. Other (please specify)
- o. Not applicable

30. Are any of the following creating a significant barrier to your organisation adopting AI tools or preparing to use AI more?

Tick all that apply

- a. No, we don't face any barriers
- b. We don't see a strong use case
- c. Lack of technical skills and expertise
- d. Lack of training to upskill ourselves
- e. Lack of buy-in from our board / leaders
- f. Costs of AI tools and how to resource these
- g. Our data maturity needs attention first
- h. Our CRM or data collection and reporting
- i. The potential impact on jobs
- j. We don't trust AI companies and tools
- k. Data privacy, GDPR and security concerns
- l. Issues with factual accuracy in AI generated answers
- m. The potential for bias and discrimination
- n. Ethical, human rights and environmental concerns
- o. We need to understand the approach from regulators

- p. Other (please specify)
- q. Not applicable (e.g. we don't face any barriers)

31. Are you (or others in your organisation) looking to take part in external training, support, guidance or informal opportunities to engage further with AI this year?

Select one option

- a. Definitely
- b. Probably
- c. Probably not
- d. Not sure

32. If yes, what areas of skills or knowledge are you looking to develop?

Tick all that apply

- a. General understanding of AI and how charities are using this
- b. Practical knowledge of how to use AI tools responsibly
- c. Exploring potential use cases for AI in our services
- d. Insights (e.g. how our target group is using or affected by AI, the impact on our sector)
- e. Assessing AI risks (bias, safeguarding) and using AI tools responsibly
- f. Developing AI policies and governance
- g. How to use AI tools with data
- h. How to use AI tools to improve operations and efficiency
- i. Discussing our approach and challenges openly with other nonprofits
- j. Other (please specify)
- k. Not applicable

Climate change

Learn more: Your digital choices all have an impact on your carbon footprint. This includes your choices about which suppliers, technology and digital tools to use, as well as how you design your interactions online. The [Charity Digital Climate Action Hub](#) shows how charities can use digital and tech to minimise their carbon footprint.

33. Is your organisation taking steps to use digital and tech in ways which reduce your carbon footprint?

Select one option

- a. Yes
- b. Not yet, but we plan to
- c. Informally we do
- d. No
- e. Not sure

34. Is your organisation taking any of the following steps to reduce your carbon footprint in future?

Tick all that apply

- a. A person or group is encouraging us to do more
- b. A person, group or committee has formal responsibility for this
- c. We are measuring our carbon footprint and monitoring progress
- d. Our CEO / board have committed to this
- e. We are learning from other charities, suppliers or organisations
- f. We are seeking guidance and advice from experts in the field
- g. Other (please specify)
- h. No / Not applicable

35. Is your organisation making any of the following choices to reduce your carbon footprint?

Tick all that apply

- a. How we use digital tools (e.g. remote working to reduce travel)
- b. Choosing green web hosting (servers run on renewable energy)
- c. Choosing digital suppliers based on their environmental principles

- d. Choosing tech and software based on energy use and sustainability
- e. Designing our website to minimise energy use
- f. Designing online services to minimise energy use
- g. Other (please specify)
- h. No / Not applicable

36. What is holding you or your organisation back from doing more to reduce your impact on climate change?

Tick all that apply

- a. We've not thought about this before
- b. We have more pressing priorities in our organisation
- c. We don't know where to start
- d. Limited knowledge and expertise in this area
- e. The cost of tools or suppliers with environmental credentials
- f. We have other priorities when choosing digital tools / suppliers
- g. Our suppliers are not prioritising their environmental impact
- h. Lack of transparent information from the platforms/ tools we use
- i. Cost or time to redesign our website / online services to reduce energy consumption
- j. Other (please specify)
- k. Not applicable / None of the above

Funding digital costs

Definitions

- Funding covers any type of financial support from grant making trusts and foundations.
- Digital costs cover technology, devices, software licences and systems, as well as related costs, such as staff time, digital and data roles. These costs can be associated with project delivery, core costs, a specific digital project or organisational development (e.g. upskilling staff or developing a strategy)

Learn more: Catalyst offer guidance [on finding and preparing digital funding applications](#)

37. Have you applied for grants from charitable trusts and foundations this year and did you include digital costs?

Tick all that apply

- a. Yes, we received funding to cover some digital costs (e.g. new devices, licence costs, staff time)
- b. Yes, we received funding for significant digital costs (e.g. a new website, digital role)
- c. No, we did not include digital costs in our funding applications
- d. No, we were unsuccessful when we included digital costs in a funding application
- e. No, we have not applied for funding this year
- f. Not sure
- g. Other (please specify)
- h. Not applicable (e.g. we have not applied for grant funding this year)

38. To progress with digital, what do you most need funding for? (Tick all that apply)

Tick all that apply

- a. Capacity / headspace for organisational development
- b. Someone internally to lead on digital change
- c. Bring in external advice / expertise
- d. User research, discovery and scoping
- e. Develop a new digital service / innovation
- f. Development of existing digital services and products
- g. Core digital staff

- h. Computers and devices
- i. IT and infrastructure
- j. Subscriptions / licence costs
- k. Support communities with digital inclusion
- l. Training for staff and volunteers on digital or data
- m. Implement a CRM (customer relationship management system)
- n. Revamp our website, content and/or brand
- o. Develop our digital strategy
- p. Partnership / collaboration with other nonprofits
- q. Other (please specify)
- r. Not applicable

39. Do any of the following prevent you from accessing funding for digital projects, or from including digital costs in funding applications?

Tick all that apply

- a. We cannot find a funder who will support our digital project
- b. Our typical funders do not cover digital costs
- c. Our typical funders do not cover staff costs/ time on digital / data
- d. Our typical funders do not cover annual software / licence costs
- e. Our typical funders do not cover infrastructure and hardware costs
- f. Our core costs will look too expensive if we include digital costs
- g. Applications for face to face services are more likely to succeed
- h. We prioritise meeting demand and delivering our current work
- i. We need to prioritise paying the bills and other core costs
- j. It doesn't occur to us
- k. We don't know how
- l. None of the above
- m. Not applicable
- n. Other (please specify)

40. In an ideal world, if you could make one ask to funders, to help you move forward with digital, what would that be?

Finding support

41. When you are stuck or uncertain about how to progress with digital and data, which sources of advice and support do you find most helpful?

Tick all that apply

- a. Sector publications, reports and guides (e.g. Catalyst, Charity Digital)
- b. Sector newsletters and blog posts
- c. YouTube videos or podcasts by sector leaders/experts
- d. Digital or data maturity assessment, principles or code (e.g. [NCVO Digital Maturity Assessment](#), [SCVO Digital Checkup](#), [Data Orchard Data Maturity Assessment](#), [Charity Digital Code of Practice](#))
- e. Sector training course in digital, design or data
- f. Conferences, unconferences, or workshops (e.g. [Digishift](#))
- g. Communities of practice on Facebook, Slack, WhatsApp (e.g. [Digital Charities](#))
- h. Direct advice from peers / other nonprofits
- i. Advice from our digital agency or IT provider
- j. Bringing in a digital consultant
- k. A digital / data specialist organisation (e.g. Cast, Superhighways, DataKind)
- l. Local infrastructure organisations (e.g. a CVS)
- m. National charities, sector bodies, second tier and infrastructure organisations (e.g. [Refugee Action](#), [NCVO](#))
- n. None of the above
- o. Other (please specify)

42. Can you tell us more about any support, training or guidance you would like or need most, in order to improve digital skills or progress in your organisation?

CEO and board digital skills

Learn more

- [Reach Volunteering](#) and [Third Sector Lab](#) can help you recruit digital trustees
- Use the [Charity Digital Code of Practice](#) to look at digital more strategically

43. How would you rate your board's digital skills and understanding overall? (Select one only)

Select one option

- Excellent.** They are digitally savvy and see digital as a priority
- Good.** They are engaging with digital and have some digital skills
- Fair.** They are interested in digital but need to improve their skills
- Poor.** There is little digital understanding, interest or support
- I don't know** what digital skills they have.
- Not applicable**

44. Do you have at least one person with relevant digital expertise at board level (e.g. a digital trustee / board member)?

Select one option

- Yes, we have more than one person
- Yes, we have one person
- No
- Not sure / Don't know
- Not applicable

45. Would any of the following improvements at trustee / board level help your organisation progress with digital?

Tick all that apply

- a. Greater buy-in to our digital progress / strategy
- b. Greater buy-in to our data progress / strategy
- c. Learn more about digital
- d. Recruit at least one [digital trustee](#) (with relevant digital expertise)
- e. Less reliance on one person as the digital expert / trustee
- f. Better use of the digital expertise on the board
- g. Engage with our user research to inform decisions
- h. Engage with our data to inform decisions
- i. Learn more about emerging tech and AI tools
- j. Less risk averse decision making
- k. Understand risks (cybersecurity, data protection, safeguarding)
- l. Better resourcing and investment in digital and IT
- m. Other (please specify)
- n. Not applicable (e.g. our board has relevant digital skills)

46. What skills, knowledge or behaviour would you most like your CEO (or yourself if you are the CEO) to develop?

Tick all that apply

- a. Keep up to date with emerging trends, tech and AI tools
- b. Learn more about digital
- c. A clear vision of what we could achieve with digital
- d. A clear vision and plan to improve our data
- e. Ability to develop and embed a good digital strategy
- f. Understand digital tools and ways of working
- g. Understand risks and opportunities for emerging tech
- h. An agile approach to strategy
- i. Learn about cybersecurity, data protection, safeguarding
- j. Better budgeting, resourcing and investment for digital and IT
- k. Learn from our user research
- l. Engage with data to inform decisions
- m. Other (please specify)
- n. None, the CEO has relevant digital skills
- o. Not applicable

47. Optional. Is there anything else you'd like to tell us anonymously about how digital skills could help your organisation, or your experiences with digital this year?

Get more involved (optional)

Your responses on this and the following pages are treated separately to the main survey. If you provide contact details, these will only be used for the purposes specified. We will not share your data with anyone else and we will use these in line with our [privacy policy](#).

48. Public thank you: Would you like your organisation to be acknowledged publicly for participating in the survey?

This will only be used to thank your organisation in the report and on social media for taking part. If so, please provide your organisation name here.

- a. No thank you
- b. Yes please, use this organisation name

49. Case study: Would you like to provide a short named case study about your digital progress, to feature on our website alongside our report launch?

If so, please tell us about this and include your contact details. We will only contact you if we are able to feature your case study on our [website](#), or in the media associated with the report launch.

50. Charity Digital Skills Report mailing list: Would you like to sign up?

If yes, please provide your email address here. We will only contact you about the Report, including news, events and future opportunities to get involved. You can unsubscribe at any time.

- a. Email address

Prize draw

About the prize draw

- We are offering the chance to enter your organisation into a prize draw, to win one of five prizes of unrestricted funding of £500
- Any organisation can enter
- You can secure one additional entry (limit of two entries) to the prize draw if someone from another organisation names your organisation when they complete the survey
- [Zoe Amar Digital](#) will administer two of the prizes. These are reserved for registered charities, with any level of income
- [Catalyst](#) will administer three of the prizes. These are reserved for organisations with an income of up to £1 million

51. In order to enter the prize draw, please provide more information about your organisation and your contact details

- a. Organisation name
- b. Charity / Company Number
- c. Website address
- d. Social media profile link (for promotion)
- e. Your full name
- f. Your email address

52. Optional: Would you like to nominate another not for profit organisation for the prize draw?

They will receive an entry if they complete the survey and opt-in to enter the prize draw. They can also nominate you to receive an additional entry. Do share the survey with them directly, using this link:

<https://www.surveymonkey.co.uk/r/charitydigitalskills2024>

- a. Organisation name

Thank you!

We really appreciate your time and insight. Please press submit at the end of the page and consider sharing this survey with others.

- Direct link: <https://www.surveymonkey.co.uk/r/charitydigitalskills2024>
- Share by [Email](#)
- Share on [LinkedIn](#)
- Share on [Facebook](#)
- Share on [X \(Twitter\)](#)

53. How did you hear about this survey?

54. Has this survey helped you in any of the following ways?

Tick all that apply

- Reflect on our digital progress, strengths and weaknesses
- Think about what we need to move forwards
- Decide on a next step / something to follow up
- Spark ideas or learn about a new area of digital
- Other (please tell us more)

55. Optional: Would you like to receive a copy of your responses?

We will send you a PDF, via email, within the next three weeks. You can choose to add your name and / or your organisation's name to your copy.

- Email address (confidential)
- Organisation name (optional):
- Completed by (optional):

56. Congratulations on completing our survey!

If you have any feedback about the survey (positive or negative) or ideas about how we can improve in 2025 please share them here.

Otherwise, please submit your response. We look forward to sharing the results in July 2024.

