



oblongata

Providing intelligence through web



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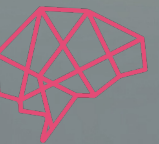
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Agenda

1. Aims
2. Introduction & Welcomes
3. Who are Oblongata
4. Context & Challenges
5. Considerations
6. Building for Success
7. Scaling With Your Technology
8. Round Up

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Aims

INNOVATION INSPIRATION

PRACTICAL IDEAS

WHERE TO BEGIN ON YOUR JOURNEY



Introduction

Presentation by Andrew Wiltshire, Managing Director Oblongata

Career Experience

- 20+ Years in;
 - Commercial Growth
 - Business Strategy
 - Client Relationship Management
- Focus on technology
- International client experience

Trustee at Parkside Aldershot, a registered charity that provides support services for children and adults learning disabilities living in Hampshire, Surrey and surrounding areas.





Who Are Oblongata

- Digital agency specialising in development within the third sector

CMS Development
CRM Integration
SEO Optimisation

Front End Design
Copy Writing & Content
Digital Ecosystem Integration

- Born out of a desire to create impactful change through the use of technology
- Core Business Pillars;

Innovation

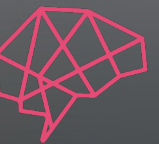
Sustainability

Accessibility

- Invest our time in working with our clients collaboratively
- Look to organizational synergy with shared values to build relationships for the long term



Context





The Pandemic to 2024

Increased Demand

Reduced Donation

Limited Resources



The Pandemic to 2024

- Witnessed the **'perfect storm'** over the last four years
- Beginning in earnest with the Covid Pandemic through to the cost of living crisis and squeeze on public finances, charitable donations have declined along with the reduction in the number of charities operating in the UK.
- In 2020/21 – 1% **Decline** in charitable organisations (In line with 2018/19 levels)*
- 84% of charities have seen costs (excluding salaries) increase by at least 5% in the last year. 46% have seen costs rise by over 10% **
- The pandemic exacerbated the issues
 - I. 91% of Charities reported financial difficulties
 - II. 4,300 Closures



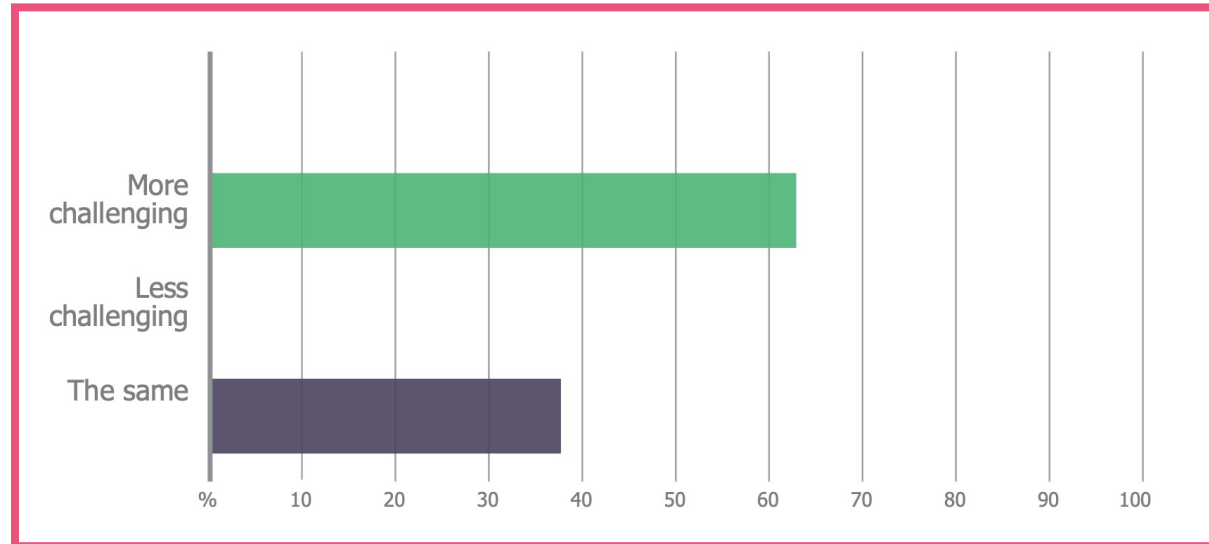
The Pandemic to 2024

- The affects have been **disproportionate**
- Smaller Charities experienced greater issues, with the most concentrated number of closures experienced in charities with turnover of less than £100,000 pa
- Charities with <£100,000 in revenue declined from 88% of the sector in 2000/1 to 80% now*
- Newly registered organisations dipped below the average during and post pandemic
- Cost of Living Crisis has further put pressures on charities with average disposable income decreasing in direct correlation with reduced household donations
- 2022 saw an **INCREASE** in closures at 5,500.



The Pandemic to 2024

- Staff recruitment has become more challenging
- 64% of Charities in the survey said it had become more difficult to recruit and retain staff now
- Increase in National Living Wage has further increased costs to charitable organisations





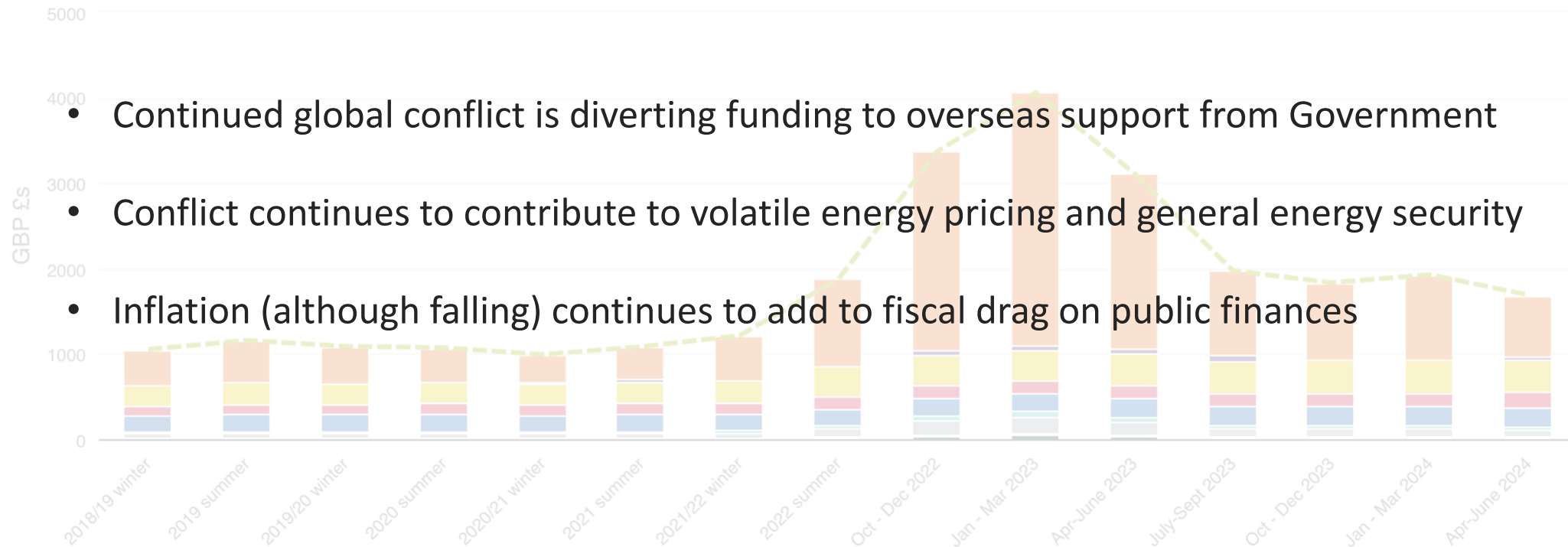
Wider Socio-Economic Context

£13bn lost from local authority funding to charities since 2010

28% of Charities that work with councils expect funding to fall further



Wider Socio-Economic Context



- Continued global conflict is diverting funding to overseas support from Government
- Conflict continues to contribute to volatile energy pricing and general energy security
- Inflation (although falling) continues to add to fiscal drag on public finances



Considerations

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Considerations for Mitigation

IMPACT

COMMUNICATION

HARMONISATION



Impact

Design

Accessibility

Connection

INNOVATION



Impact

Design

Accessibility

Connection

INNOVATION



Design

“We eat first with our eyes” - Apicius, 1st Century Roman Gourmand

- A key component of *any* website is design
- Successfully blending style with the businesses’ personality and ethos
- In a busy world, full of people who are time poor, ease of navigation, strong brand style and clear call to action(s) are key



Design

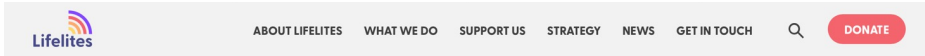


A Case In Point

- Lifelites approached us to **review** their website design and **provide recommendations**
- It had been identified that in its current guise the the current website;
 - **Didn't create an impact**
 - **Had a dated look and feel**
 - **Doesn't capture and embody who they are and the work they do**
- We supplied a report of our findings along with conceptual designs



Design



Bringing joy to children and young people with life-limiting conditions



Our charity's vision, mission and values



What we've been up to

Over the past year we've donated 15 packages of technology to support hospice services from Middlesex to Kinross. Thanks to supporters like you we're hoping to donate a further 15 packages in the next year, worth over £700,000.

News



Support Lifelites

Lifelites is the only charity donating packages of the latest assistive technology and high quality training to support children with life-limiting conditions using palliative care services across the British Isles.

We need your support to help children and families to experience unforgettable moments of connection and joy.

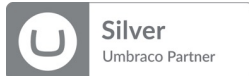
Your details

Title* First Name* Last Name*

Street or Road Name *



conditions





Design

The screenshot shows the homepage of the Lifelites website. At the top, there is a navigation menu with links for 'About Lifelites', 'What We Do', 'Support Us', 'Strategy', 'News', 'Contact Us', and a 'Donate' button. The main header features the Lifelites logo and a large image of two women hugging a child, with the headline 'Bringing joy to children and young people living with life-limiting conditions'. Below this is a section titled 'This is Habibah.' with a sub-headline 'This is Habibah.' and a paragraph describing her story. To the right is an image of Habibah using a device. Below this are two columns: 'What we've been up to.' with a paragraph about technology donations and an image of a man at a computer, and 'Calling all gamers.' with a paragraph about a fundraising event and an image of people gaming. At the bottom is a section titled 'The technology we provide.' with a paragraph and three small images of assistive devices.

Lifelites

About Lifelites | What We Do | Support Us | Strategy | News | Contact Us | [Donate](#)

Bringing joy to children and young people living with life-limiting conditions

This is Habibah.

She is an amazing young adult using one of our hospice partner services. She loves to bake and is so talented. Habibah has Merosin-deficient muscular dystrophy and limited dexterity. Nevertheless, thanks to the help of Switches she is able to control baking tools and make wonderful desserts!

We give children and young adults like Habibah the chance to communicate, play, be creative, and take control by harnessing the power of innovative technology.

[What We Do](#)

What we've been up to.

Over the past year we've donated 15 packages of technology to support hospice services from Middlesex to Kinross. Thanks to supporters like you we're hoping to donate a further 15 packages in the next year, worth over £700,000.

[More On This](#)

Calling all gamers.

We have developed an exciting fundraising event centered on gaming with our supporter Freshme Games. If you are a gamer and would like to know more, get in touch!

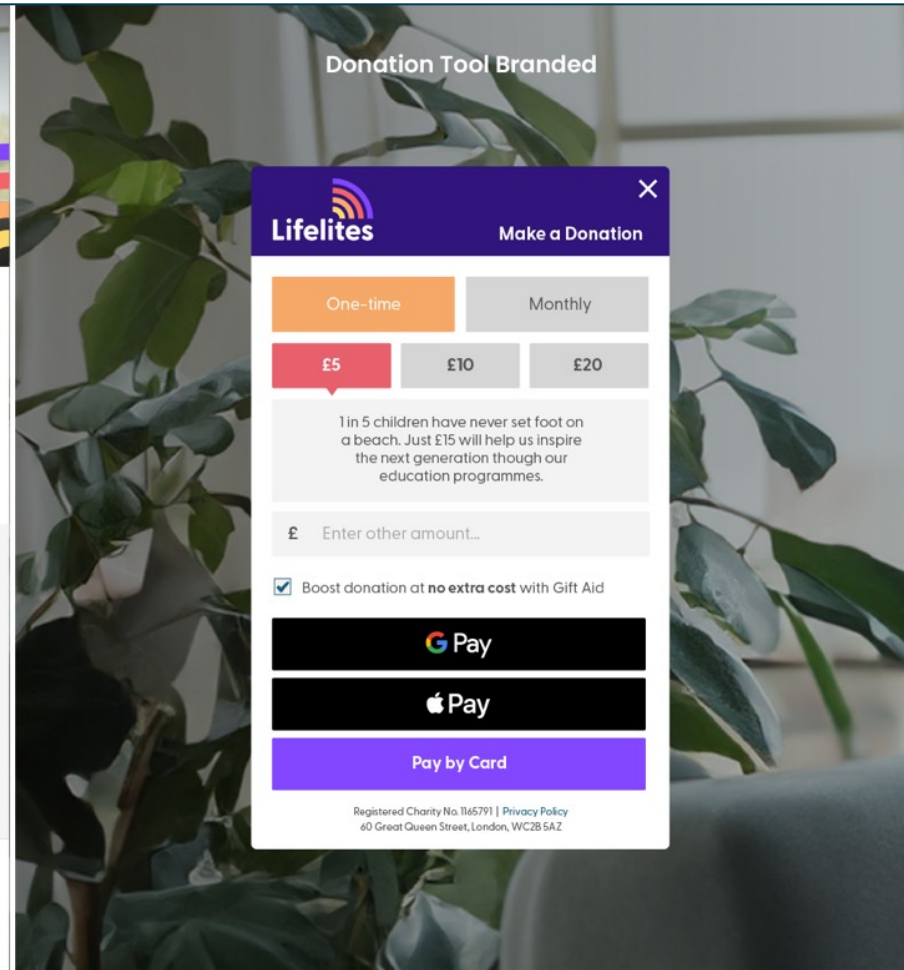
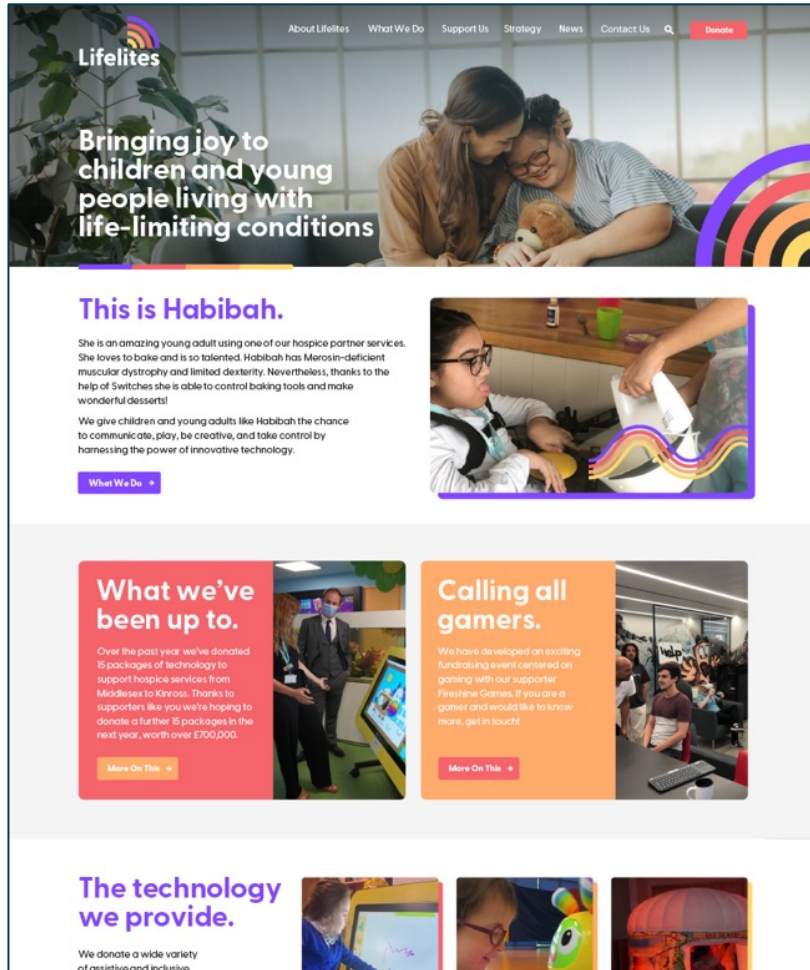
[More On This](#)

The technology we provide.

We donate a wide variety of assistive and inclusive

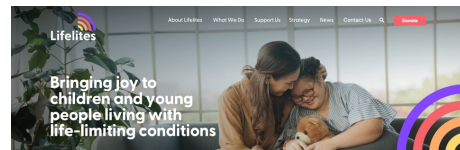


Design





Design



This is Habibah.

She is an amazing young adult using one of our hospice partner services. She lives in London and has cerebral palsy, hereditary myopathy, muscular dystrophy and limited dexterity. Nevertheless, thanks to the help of Lifelites she is able to communicate with and create wonderful designs!

We give children and young adults like Habibah the chance to communicate, play, be creative, and take control by harnessing the power of innovative technology.



What we've been up to.

Over the past year we've donated £500,000 worth of equipment to hospices across the British Isles. Thanks to our partners we've also donated a further £200,000 to our staff, worth over £700,000.



Calling all gamers.

We've been supporting and training young people and their families with gaming. With the help of our partners we've donated a further £200,000 to our staff, worth over £700,000.



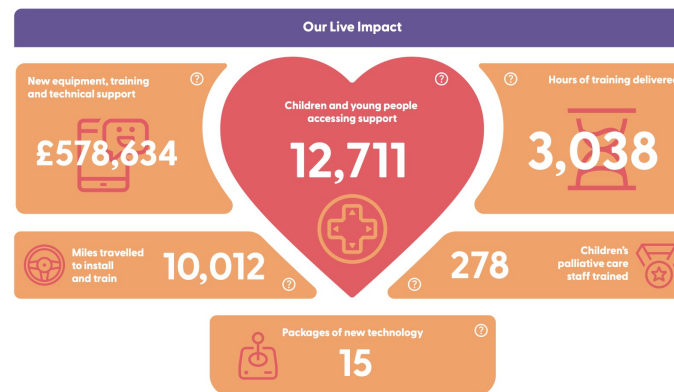
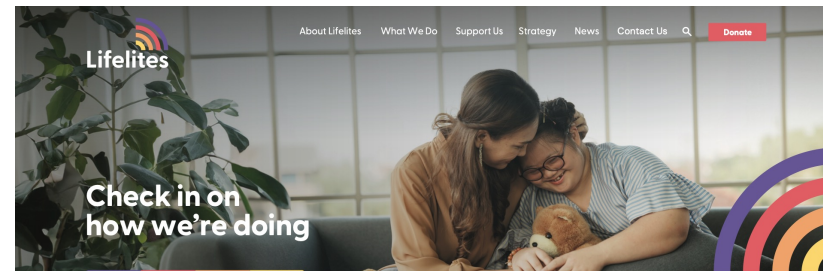
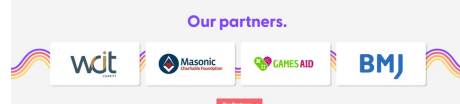
The technology we provide.

We donate a wide variety of assistive and inclusive equipment for children using hospice services across the British Isles.



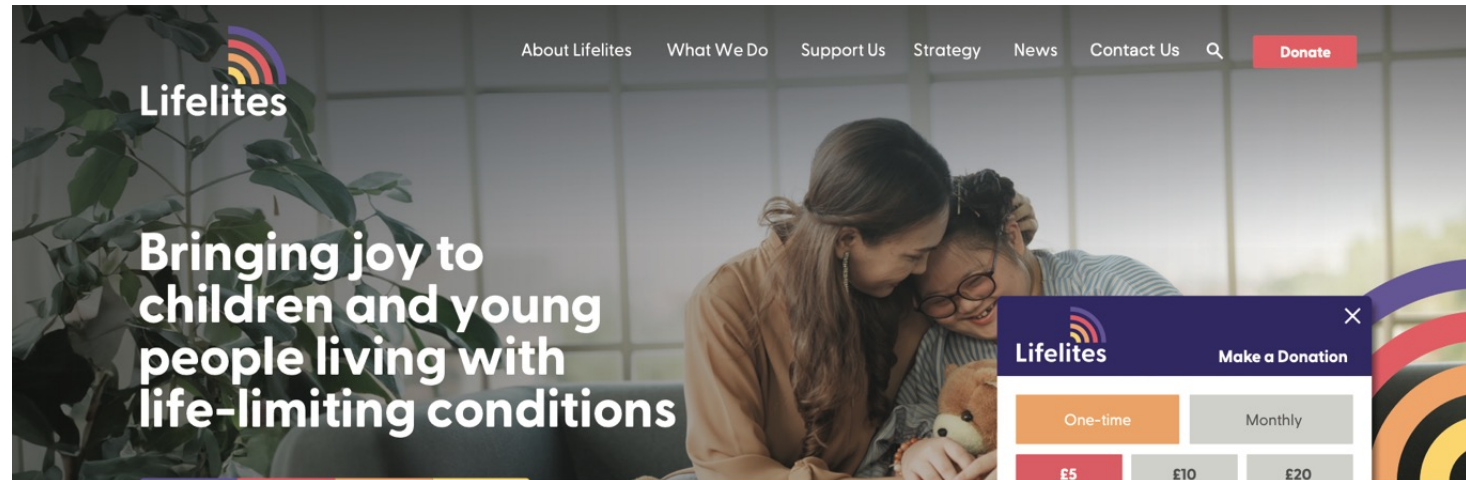
How you can help.

There are many wonderful ways you can directly help improve the lives of children in hospices spread across the British Isles.





Design

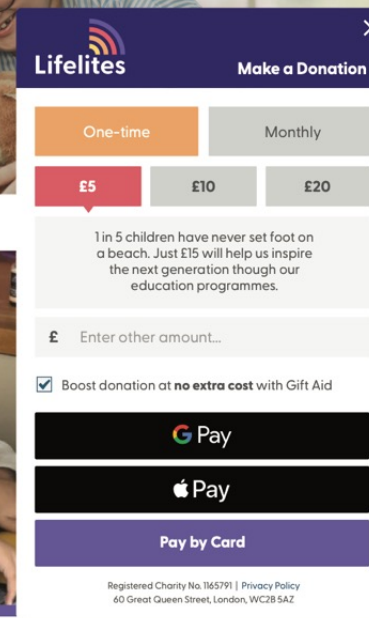
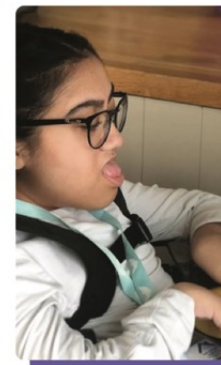


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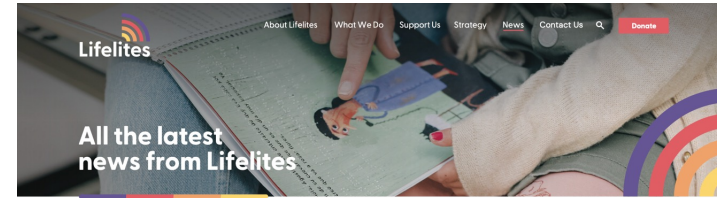
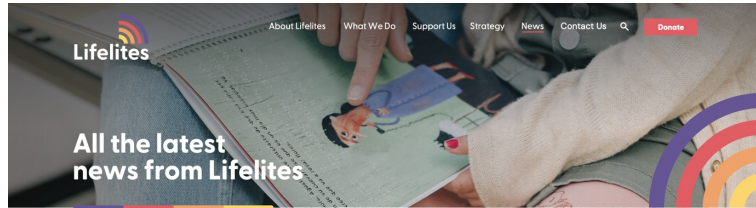
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[What We Do](#) →






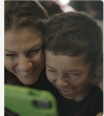



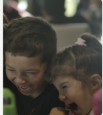



Design



So, what's new?

- Lifelites
- Jobs
- Events
- Updates
- Blogs

<p>New Chair at Lifelites 26/09/2024</p>  <p>Read More</p>	<p>Wooden Spoon funds sensory tents for partners across Britain 26/09/2024</p>  <p>Read More</p>	<p>Could you be our new Treasurer? 26/09/2024</p>  <p>Read More</p>
<p>Could you be our new Chair of Trustees? 26/09/2024</p>  <p>Read More</p>	<p>VINCI UK Foundation helps fund play and communication 26/09/2024</p>  <p>Read More</p>	<p>Lifelites Super User Event 26/09/2024</p>  <p>Read More</p>
<p>Charity football match to remember Dipak 26/09/2024</p>  <p>Read More</p>	<p>Change of Chair at Lifelites 26/09/2024</p>  <p>Read More</p>	<p>July Update 26/09/2024</p>  <p>Read More</p>

[Load More](#)

[Back to news](#)

New Chair at Lifelites

26/01/2024

Following a thorough and open recruitment process, Lifelites is delighted to announce the appointment of Tony Harvey as its new Chair of Trustees.

Tony has served as a Lifelites Trustee since January 2022 and has been Interim Chair of Trustees since August 2023. During this time, Tony has played a key role in the development of Lifelites' ambitious new five-year strategy and establishing robust, modern governance frameworks to enable the Charity to thrive.



Tony brings a wealth of experience in the charity sector, strategy, and good governance, which will help Lifelites to continue to develop the building blocks from which to improve the quality and reach of its services across children's palliative care in the coming years.

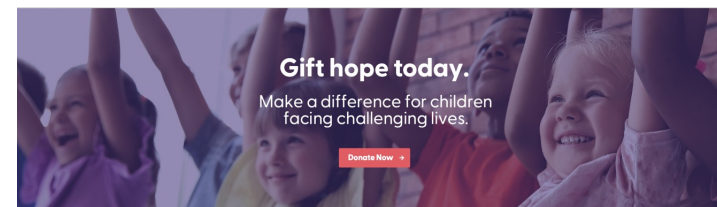
Speaking of his appointment, Tony said:

"Lifelites is a unique, dynamic charity with an ambitious future. It is a privilege to be appointed Chair of Trustees at this pivotal time in the Charity's history. In 2025, we will celebrate 25 years of bringing unforgettable moments of connection and joy for children with life-limiting conditions and their families.

I look forward to collaborating with my fellow Trustees, staff and our key partners, including the Masonic Charitable Foundation, to harness the power of assistive technology so that more children with life-limiting conditions can engage and interact with the people they love and enjoy the world they live in."

On the appointment, Lifelites Trustee and former Director of Care and Deputy CEO of East Anglia Children's Hospices (EACH), Tracy Rennie said: "Tony is a highly skilled leader with extensive experience within the charity sector. His passion for Lifelites and making a difference to babies, children, young people and families shone through. We are looking forward to working closely with him over the coming years to cement Lifelites position as a high impact, trusted provider of services across children's palliative care."

Tony's initial priorities include ongoing work to align with the Charity Governance Code, recruiting a new Treasurer, building relationships with the charity's strategic partners and planning Lifelites celebration of its first 25 years.





Design Innovation – Custom Donation Tool

Donation Tool Initial Screens

The image displays five sequential mobile app screens for the 'Surfers Against Sewage' donation tool. Each screen features the organization's logo and a 'Make a Donation' header.

- One-Time:** Shows options for 'One-time' and 'Monthly' donation. Amounts of £5, £10, and £20 are selected. A 'Pay by Card' button is at the bottom.
- Monthly:** Similar to the One-Time screen, but the 'Monthly' option is selected.
- Gift Aid:** A 'Thank You for Choosing Gift Aid!' screen explaining the 25p boost and providing a 'Confirm' button.
- Card Payment:** A 'Payment by Card' screen with input fields for First Name, Last Name, Email Address, Donation Amount (£GBP), and Card Details (Card Number, MM/YY, CVC). A 'Donate Now' button is at the bottom.
- Confirmation:** A 'Thank You for Your Donation!' screen with a checkmark icon and a message: 'Your help means the world to us and our cause, which makes you vital to what we are doing. We thank you for your support. All the best, SAS.'

Registered Charity No. 145877 | Privacy Policy
Wheat Kilby Workshops, St Agnes, Cornwall, TR5 0RD

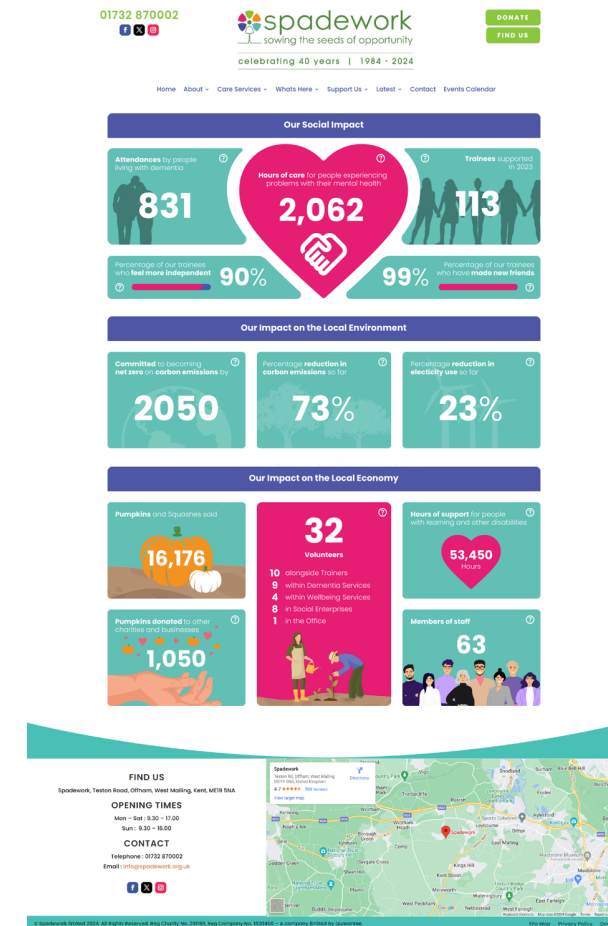
One-Time Monthly Gift Aid Card Payment Confirmation

Customised to 'Surfers Against Sewage' Charity



Design – Innovation

- Design through innovation can elevate digital properties to create lasting impact – This *doesn't* have to mean reinventing the wheel
- Subtle innovation which increases your websites impact through stylistic change and modernisation can increase user experience
- With more households finding themselves with less disposable income, donating to charities becomes a bigger consideration. **Bringing a real time, tangible impact to the users donation offers further opportunity to demonstrate the power of their donation.**
- Design innovation can also be a force for good for the environment. Technology can allow you to offer users the opportunity to change the intensity of images on your website.
- Fewer high resolution images loading **MEANS** reduced computing > reduced energy consumption > less CO₂





Impact

Design

Accessibility

Connection

INNOVATION



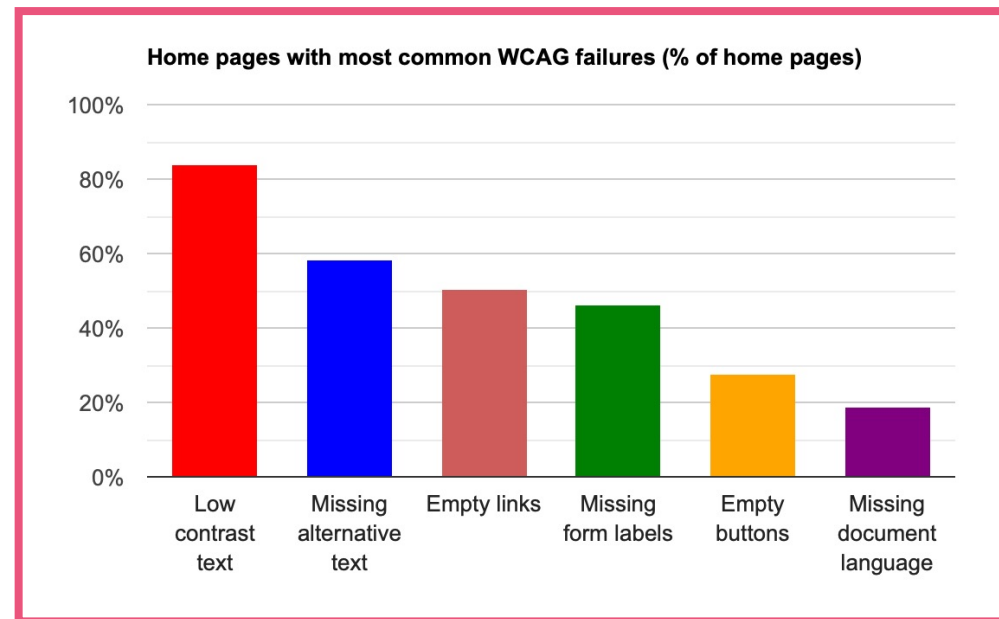
Accessibility

- Impact is not limited to style and design
- Creating positive impact by ensuring accessibility is hugely important
- Accessibility ensures an inclusive online experience, breaking down barriers and enabling individuals with disabilities to engage fully with digital content
- Ensuring web accessibility;
 - Enhances customer engagement and experience**
 - Delivers legislative requirements**
 - Creates positive consumer impact**
 - Demonstrates the organisation is forward-looking and customer-centric.**
- Features such as resizable text, intuitive navigation, and compatibility with screen readers are becoming standard practices. As a result, the user experience is improving for everyone, not just those with disabilities.



Accessibility – The Numbers

- 96.3% of Home pages in 2023 had **detectable homepage accessibility errors**
- -0.5% YoY (96.8% in 2022)
- The number of WCAG errors detected has **only declined 1.5% in 4 Years** (2019 – 2023)





Accessibility – Innovation

- Utilise on page scanning technology. OPST delivers automated reports (frequency set to user requirements) highlighting accessibility failures.
- This means solutions can be applied quickly ensuring that your website is truly open to everyone.
- Accessibility first consideration to digital design and implementation



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Accessibility – Innovation

ARTIFICIAL INTELLIGENCE IN THE WORLD OF ACCESSIBILITY

- Playing a pivotal role in shaping the future of accessibility
- Artificial Intelligence is poised to revolutionise digital accessibility
- It has the power to meet existing challenges and bridging the gap between technology and users with disabilities.
- AI-driven technologies like speech recognition, natural language processing, and image recognition improve communication and interaction for individuals with disabilities.



Impact

Design

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Connection

INNOVATION



Connection

Studies have shown that the part of the brain that processes emotions is up to 20x FASTER than other parts of the brain.

These responses occur in an ancient part of our brain known as the limbic system.

Unlike the more recently developed cortex, the limbic system has fewer layers of neurons to process information!



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Connection

- When donors feel emotionally invested in a cause, they are more likely to give generously and to continue giving over time.
- **Q. What is your favourite film?**
- **Q. Why is it your favourite?**
- **A. Chances are it includes one or more of: A powerful story that invokes a wide variety of emotions, vivid and emotive imagery or it resonates on an emotional level to you.**
- The same can be done when telling a story about your organisation or cause while fundraising
- Your cause is more likely to be noticed and remembered by donors with emotional connections.



Connective – Innovation

- Remember, the connection you make (or seek to make), should be accessible to **ALL**
- Utilise imagery and rich media to help deliver your emotional messages - Consider **Hero Visuals**
- *Personalised and Contextual Experiences* – through data capture (GDPR compliant and with associated consents), websites are able to **curate experiences for the user**, offering more vibrant website experiences attuned to the needs of the individual.



Communication



Communication

AUTHENTIC

CONSISTENT

ENGAGING



Communication

- The first written communication was in the form of marks and symbols – recorded more than **9,000 years ago**
- Communication, in many forms, remains an integral part of both personal and professional lives
- The ability to effectively communicate to your audience is crucial in helping **build the emotional connection** and rapport
- Digital estates must be able to **effectively** build communication with your audience



Communication – Authenticity

- Your story is **unique to you** and your organisation
- Design should be complemented and augmented by communication that demonstrates the unique personality of charity and the work you do

authentic

/ɔ: 'θɛntɪk/

adjective

1.1.

of undisputed origin and not a copy; genuine

- Stay **true to who you are, what you do and why you do it**



Communication – Consistency

- All copy should be from one source and be derived from your top line mission and values
- Ask yourself the following questions for each piece of copy;
 1. *Does this succinctly put my message across?*
 2. *Does it reflect the personality of my organisation?*
 3. *Does it align to our missions and values?*
- If any of the above are a No, then **CHANGE** it.

“In everything the organisation does, owns and produces it should project a clear idea of what it is. This is achieved by consistency in purpose, performance and appearance.”

Wally Olins



Communication – Consistency

- Consistency also takes the form of **frequency**
- Utilising your CRM, messaging should be consistently disseminated to your audience
- Maximise the data capture (following GDPR regulations) and utilise in consistent communications **to increase donor frequency**
- External communications should also be **consistent with messaging on your website and within your CMS**
- Whilst digital estate properties might seem disparate systems, **ensuring that they work in harmony, with you, not against you** is incredibly important



Communication – Engaging

- The average attention span of someone in Generation Z is only **8 Seconds**
- Building on the authenticity and consistency, communication to your audience should be engaging
- Aligned to design, the use of imagery and rich media are powerful tools in story telling and information delivery
- With limited time, your communication(s) to your audience needs to engage and evoke an emotional response – **QUICKLY**
- The Rules of Engagement:

**Mental
Engagement**

**Linguistic
Engagement**

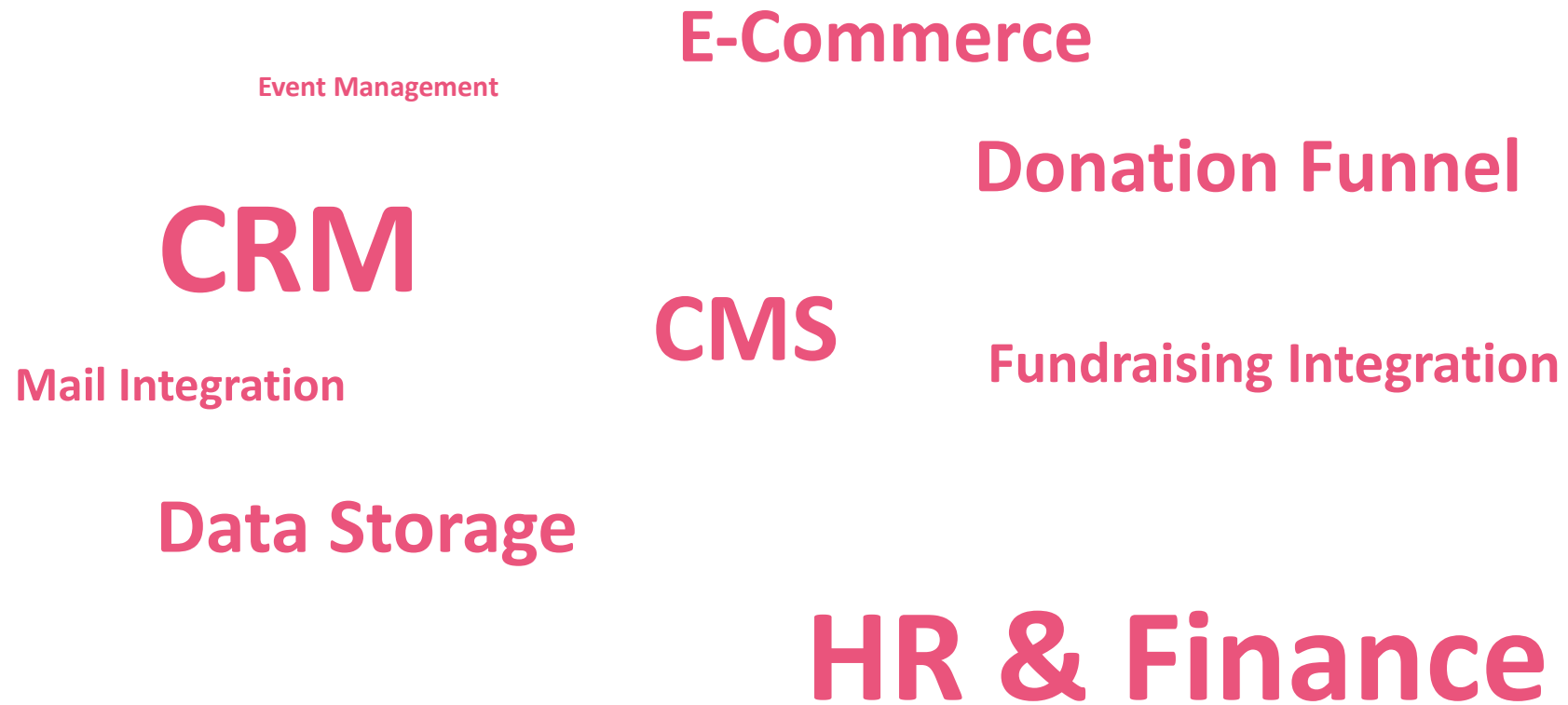
**Physical
Engagement**

A grayscale photograph of a young girl with pigtails, wearing a dark sweater, holding a small, light-colored stuffed animal. She is looking down at it. In the foreground, the back of a person's head with long, wavy hair is visible. The background is a soft-focus field of flowers, including a large daisy-like flower and a smaller one. A thin red vertical line is positioned to the left of the text.

Harmonisation



Harmonisation





Harmonisation





Building for Success

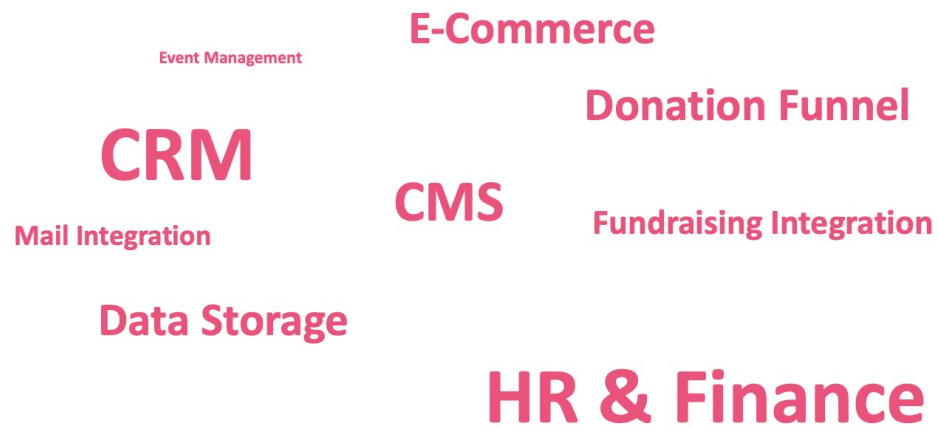


Building for Success

- So far
 - Challenges and headwinds**
 - Areas for mitigation**
- Next up;
 - Starting your transformation**
 - How & When**
 - Looking to the future**



Building for Success





Building for Success

- Digital transformation is **FAR** from a straight line process
- Likely that the current set up “works”
- Often there are budgetary and other constraints

Increased Demand

Reduced Donation

Limited Resources

- The pathway can be sequential, fitting around budget, resource and time lines to achieve the end goals



Providing intelligence through web





Building for Success – Technology

- Your systems must work for you
- Isolate each software platform in your ecosystem and ask 3 key questions:
 - Does it deliver what I need it to (rich media, content updates, integration of other systems)?*
 - Does it offer me the flexibility to change, edit, integrate etc?*
 - Will it scale with my organisation?*

The most common challenges we see with clients/organisations are;

1. Site Navigation
 2. Lack of any call to action
 3. Poor Design
 4. Disjointed copy
 5. User Friction
- The most frequent issue we see with our clients at Oblongata is user friction, especially within the Donation Process/Funnel



Building for Success – Technology

Client X

- Worked with one client who was adept at delivering external communications to their target audience via their CRM and social media channels
- Client X, on one particularly successful campaign, drove thousands of visitors to their website

However, it was identified that;

- Client X had adopted a design that didn't reflect the organisations work and personality
- Site navigation was awkward and poorly designed
- Limited use of imagery and rich media to convey the incredible work they do
- No clear call to action
- A donation funnel that put up barriers to conversion

Which meant.....



Building for Success – Technology

c.15,000

Visitors to the website



c.10

Visitors went on to donate



Building for Success – Technology

Accessibility



Design



Connection





Building for Success – Technology

Accessibility



- The donation journey for the user was poor
- Took the donor off site, decreasing trust
- Limited functionality commensurate with donation tools (Gift Aid, One Off/Monthly payments etc)
- The donation experience wasn't accessible to the user



Building for Success – Implementation





Building for Success – Implementation

- Understanding the role each of your systems is the first step in identifying where to start making any changes to remove friction and harmonise your digital ecosystem
- Already answered these key questions;
 - ***Does it deliver what I need it to (rich media, content updates, integration of other systems)?***
 - ***Does it offer me the flexibility to change, scale etc?***
 - ***Will it scale with my organisation?***
- The next step is to prioritise which of the areas that need to be evolved, are done so and **when**



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Building for Success – Implementation

- Break it down into project phases
- 3-5 Phases
- Overlaid with a goal time line target – **Be realistic**
- Set KPI's
- Align to your strategic plan
- Define the scope of your requirements and **set a budget**
- Look to gain value by POC and/or show site opportunities from suppliers

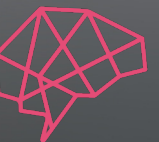


Connective – Innovation





Scaling with your technology





Scaling with your technology

- We have witnessed some of the most unprecedented events in living memory since 2000.

Global Conflicts
9/11
Brexit
Donald Trump
Financial Crisis

Revolving door at No.10 Downing Street
Famine
Natural Disasters
Covid 19 Pandemic
Artificial Intelligence

- The list could go on..... and we've not mentioned the impending UK General Election in 2024



Scaling with your technology

- Just like your organisation, the technology you use will evolve
- The concept of future proof is **FALSE**
- Technology has, and will, continue to rapidly change in a rapidly changing world
- It is important that the digital properties within your digital estate meet, as a minimum, the following criteria
 - *Does it meet my needs now?*
 - *Will it give me >3 years of service?*
 - *Does it have the capacity to evolve during that initial 3 years?*
 - *Can it scale with me from Year 1 to Year 3?*
- If your digital properties are not ticking these key metrics then it is likely that any investment in services and the hard cost of platforms will mount up





Scaling with your technology

INTERROGATE

RESEARCH

EXECUTE



Round Up

Providing intelligence through web





Round Up

- We live in **globally uncertain times**
- There is **continued** uncertainty
- There are steps that can be taken to mitigate the challenges; **IMPACT, COMMUNICATION, HARMONISATION**
- The technology you use is often **fragmented**
- Its important to have a cohesive digital ecosystem – now and in the future
- The path is **NOT** linear



Round Up

- Do not be afraid to **INTEROGATE** the technology you use – is it the right fit? Does it ‘works’ *actually* work for you!
- Who ever tells you that technology is ‘**Future Proof**’ is being **economical with the truth**
- Chart a manageable course that works for you and your organisation
- Set a clear pathway and budget for your goals and have metrics for success
- Understand that like your organisation, technology **EVOLVES**
- Have a **realistic** shelf life for the technology/project that is aligned to your strategic plan



Aims – Round Up

INNOVATION INSPIRATION

PRACTICAL IDEAS

WHERE TO BEGIN ON YOUR JOURNEY



“The best way to predict the future is to create it.”

Abraham Lincoln



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