

Welcome to Charity Digital

From Charity Digital:

- James Corcoran, Head of Marketing
- Elizabeth Carter, Email Marketing Manager
- Iain Marc Jones, Head of Content
- Angela Hamilton, Marketing & Events Executive



Who are Charity Digital?

We are a charity that aims to drive the charity sector forward with digital tools and resources.

We do this via:

- Publishing content (articles, podcasts, videos etc.) and running webinars, events and courses that **educate the charity sector**.
- **Providing discounts to software and products charities need, at dramatically reduced prices.**



Our impact

- To date we've helped over 1 million charity professionals learn about digital transformation and improve their digital skills through our content website, events and training programmes.
- Since its launch July last year, we have educated over 750 charity professionals through our Academy programme, on topics ranging from AI to how to sort your charities finances

Excellent



3,065 reviews on  Trustpilot



✓ Verified

2 days ago

Excellent Provisions

I am so grateful, as a charity with no budget, that we can gain access to necessary software at such reasonable prices.

Date of experience: 19 August 2024



✓ Verified

2 days ago

Great discounts, great service

As always, helpful and simple to use platform that is incredibly beneficial to Charities.

Date of experience: 27 August 2024



✓ Verified

29 Feb 2024

Charity Digital are brilliant!

Charity Digital are brilliant!

They have loads of useful products to help you & we can't thank them enough for helping our animal charity.

Keep up the good work! Non-Profits need you!

Wales Ape & Monkey Sanctuary

Date of experience: 19 February 2024



✓ Verified

21 Aug 2024

Great help to small charities

Great help to small charities. Helps them to keep up to date and efficient.

Date of experience: 13 August 2024

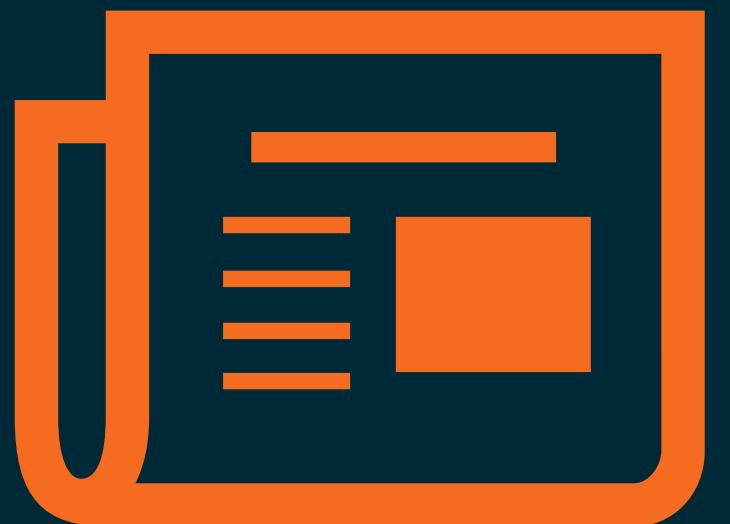
Content

- Designed to help every charity grow their impact through digital
- Four core aims:
 1. Inspire
 2. Inform
 3. Empower
 4. Connect



Articles

- New content updated on our site daily – unlimited access once registered. Short- and long-form articles, with in-depth analysis
- How-to guides, digital explainers, thought leadership - all intended to help charities push the digital envelope
- We have previously published series on working from home, social media platforms, and climate change and sustainability
- We work with sponsors and tech partners to deliver content on the latest digital solutions and tools

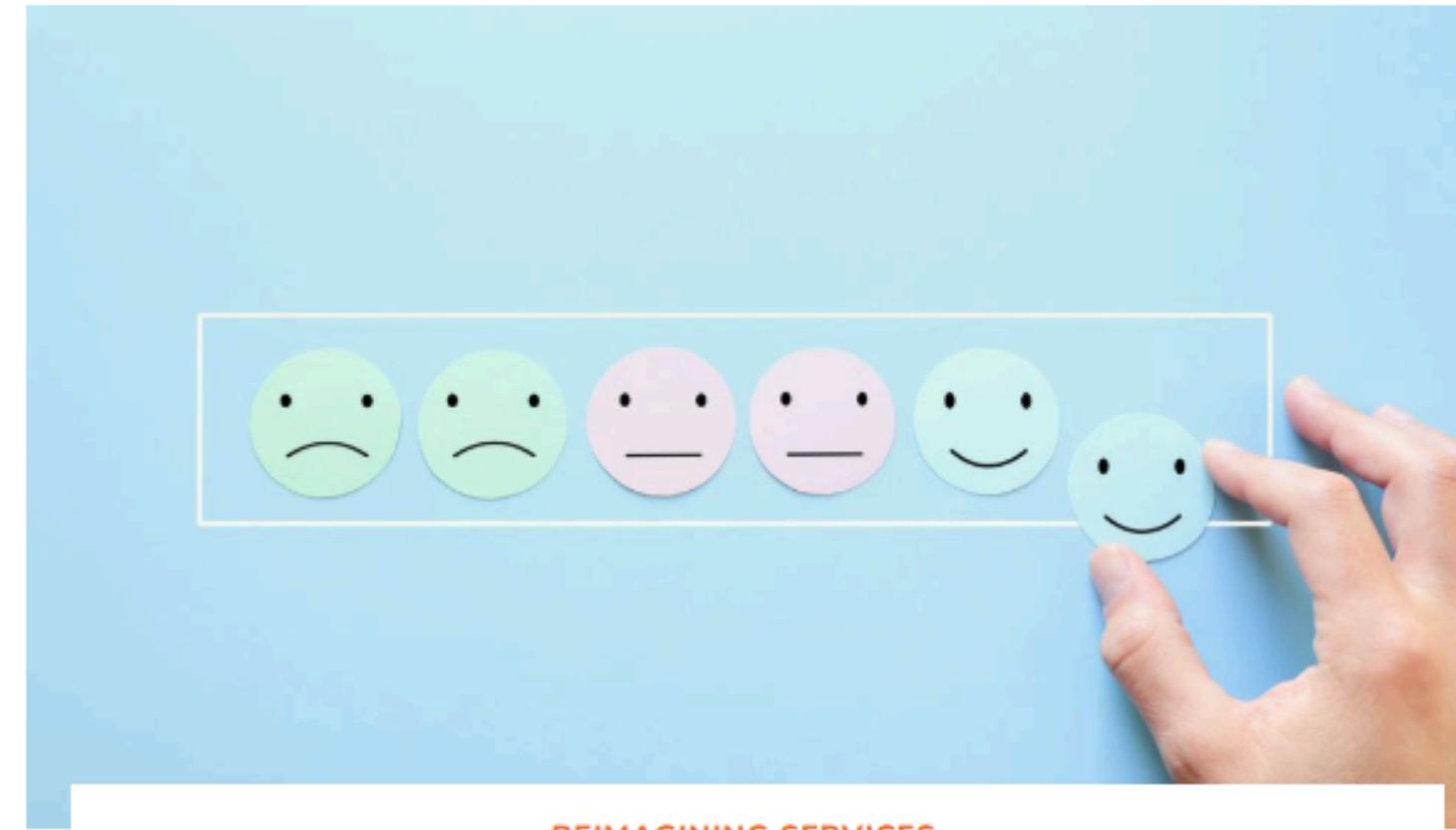




VOLUNTEERING

The complete guide to charity shops

LEADERSHIP

How your organisation can build trust

REIMAGINING SERVICES

A guide to mental health awareness

We look at definitions of mental health, various elements of mental health awareness, the need to reduce stigma, the role of charities in providing support, the latest and best digital resources, and so much more



LEADERSHIP

How to manage conflict at work

VOLUNTEERING

How to improve workplace volunteering

SECTOR PERSPECTIVES

Royal Voluntary Service: How to supercharge your volunteering

REIMAGINING SERVICES

How to overcome crisis fatigue

DIGITAL INCLUSION

The four digital skills you need to thrive

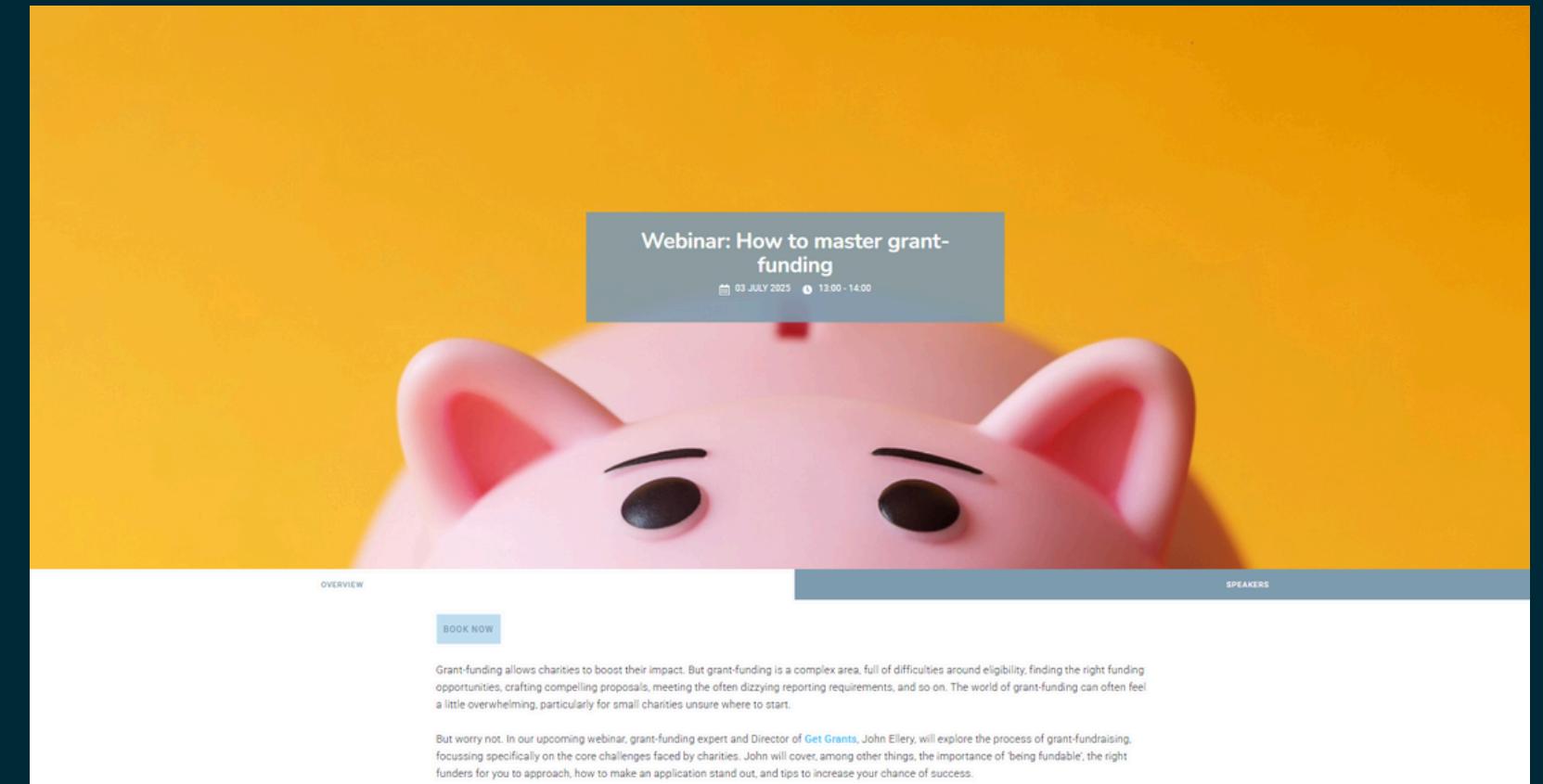
Podcasts

- Charity Digital Podcast - found on Apple Podcasts and Spotify
- More than 100 episodes on topics ranging from gen AI to cyber security
- Recent episodes:
 - AI for charities 101
 - How to build a digital nation
 - The bright future of fundraising
 - Getting started with web accessibility
 - The state of climate action in the UK charity sector



Webinars

- Usually at 1pm (UK time) unless otherwise stated
- You can view all upcoming and past webinars on the Charity Digital website
- Ask for information about webinars relevant to your interests when you register - so make sure to fill in your preferences!



Next webinar:

How to master grant-funding with grant-funding expert and Director of Get Grants, John Ellery. Thursday 3 July at 1pm

Digital Inclusion

Following the ongoing success of our Climate Action campaign, we launched our Digital Inclusion campaign in January 2024

Resources

Articles, podcasts, and webinars aimed at improving digital inclusion across the charity sector and “reaching across the digital divide”.



Charity Digital website screenshot showing the Digital Inclusion campaign.

The page features the Charity Digital logo at the top left, a navigation bar with links to THE CODE, SHOP, EXCHANGE, INSIGHTS, ACADEMY, EVENTS, ON-DEMAND, ABOUT US, My Account, and a search icon.

The main heading is "Digital Inclusion" with a circular icon of people connected by lines.

The text below states: "Today, digital is essential for many people to have their basic needs met, connect with others, and achieve their goals. Our Digital Inclusion Hub is here to help charities reach across the digital divide."

A section titled "Our latest on Digital Inclusion" shows four video thumbnails:

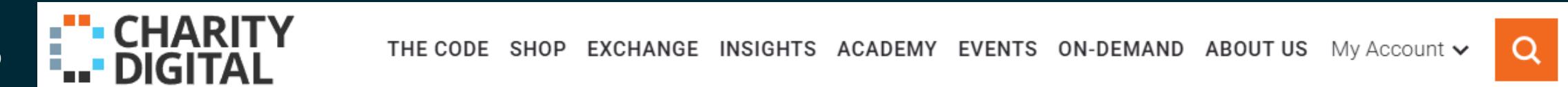
- The four digital skills you need to thrive** (30 JUN 2025, BY CHARITY DIGITAL)
- Is the digital world holding you back?** (26 JUN 2025, BY CHARITY DIGITAL)
- The cost of technology** (24 JUN 2025, BY CHARITY DIGITAL)
- What is a digital accelerator programme?** (24 JUN 2025, BY CHRISTINE CHIU)

Reimagining Services

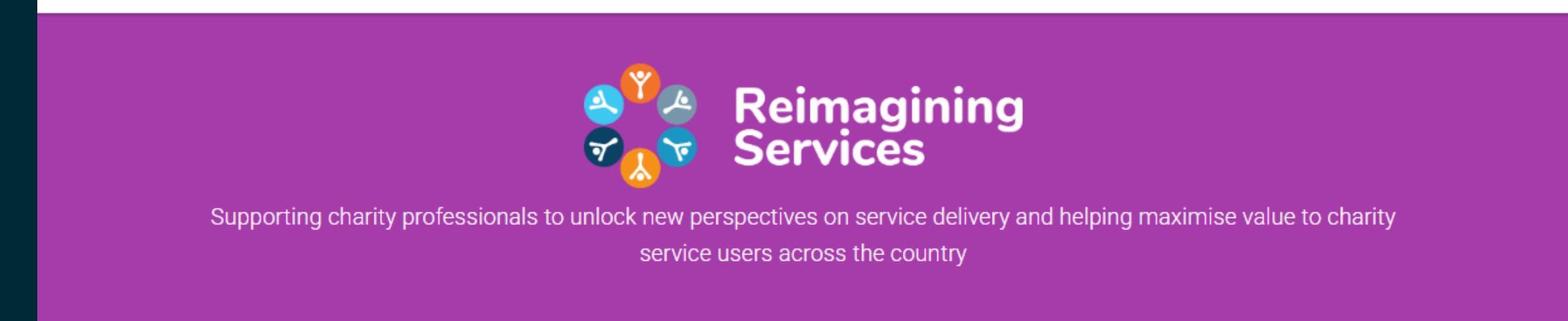
Our Reimagining Services campaign is our latest impact campaigns.

Resources

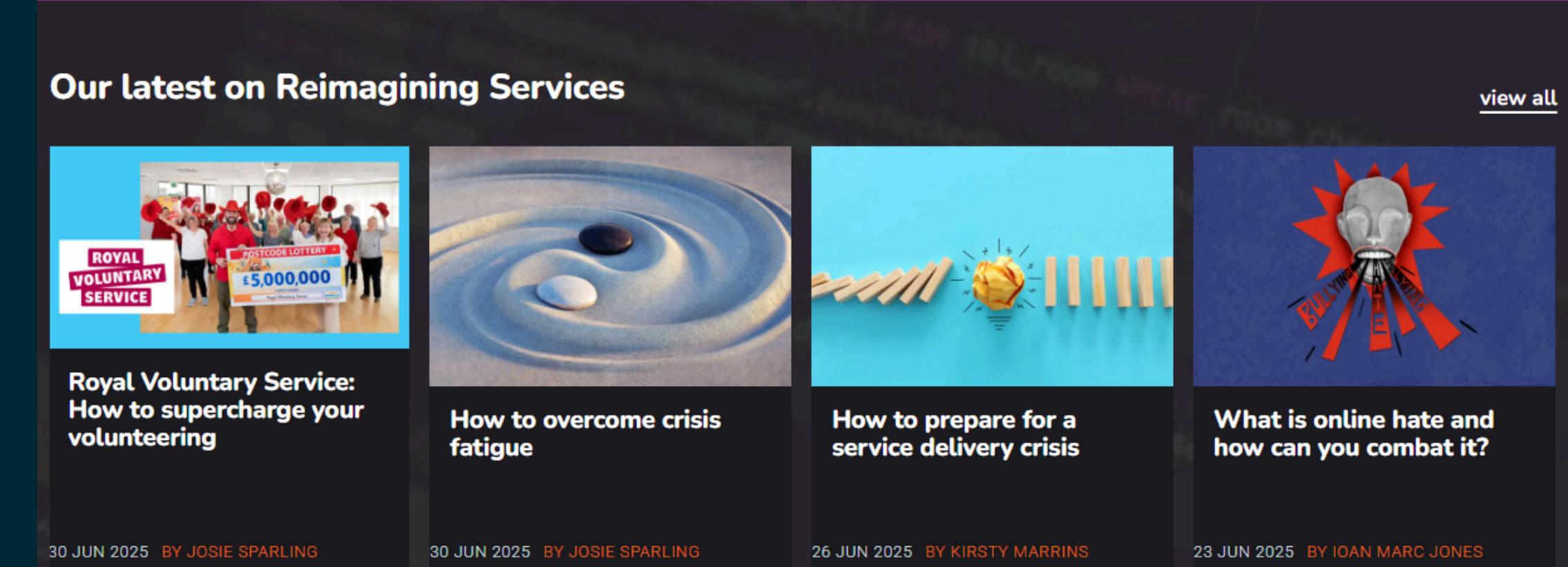
Articles, podcasts, and webinars aimed at improving digital inclusion across the charity sector and “reaching across the digital divide”



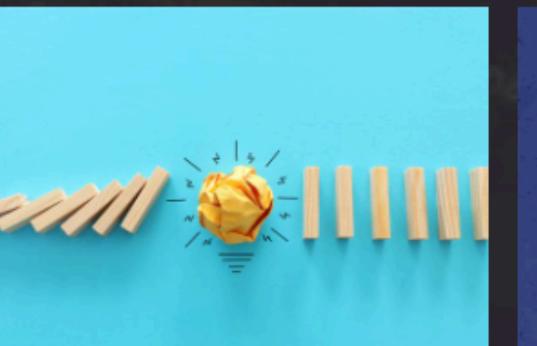
The header features the Charity Digital logo (a stylized 'C' icon with orange and blue dots) and the text "CHARITY DIGITAL". To the right are navigation links: THE CODE, SHOP, EXCHANGE, INSIGHTS, ACADEMY, EVENTS, ON-DEMAND, ABOUT US, My Account, and a search icon.



The banner has a purple background. It features the Charity Digital logo, the "Reimagining Services" logo (a circular icon with stylized human figures in orange, blue, and teal), and the text "Supporting charity professionals to unlock new perspectives on service delivery and helping maximise value to charity service users across the country".



The main content area shows four article cards with a dark background and a blurred image of people in the background.

- Our latest on Reimagining Services** [view all](#)
- **Royal Voluntary Service: How to supercharge your volunteering**
30 JUN 2025 BY JOSIE SPARLING
- **How to overcome crisis fatigue**
30 JUN 2025 BY JOSIE SPARLING
- **How to prepare for a service delivery crisis**
26 JUN 2025 BY KIRSTY MARRINS
- **What is online hate and how can you combat it?**
23 JUN 2025 BY IOAN MARC JONES

Charity Digital Code of Practice

- The **Charity Digital Code of Practice (the Code)** addresses the digital skills gap in charities. The first iteration was released in 2018 and proved immediately useful, as charity leaders navigated the challenges of the pandemic - ie, shifts to remote working and digital service delivery.
- The Code has been revised and updated to meet the challenges of 2025, with extensive information on procurement, data, and AI.
- The update has occurred in collaboration from charity leaders, all committed to ensuring the Code effectively serves the charity sector.



LEADERSHIP

The Charity Digital Code of Practice 2025

The Charity Digital Code of Practice helps leaders improve digital sustainability, efficiency, and decision-making. Here you can download the Small and Large Charity versions of the Code of Practice 2025



Ask our AI anything about the Code

ARTIFICIAL
INTELLIGENCE

The digital future
of the charity
sector



LEADERSHIP

A trustee's guide to
the Code of
Practice



LEADERSHIP

The best resources to help
charities with their services



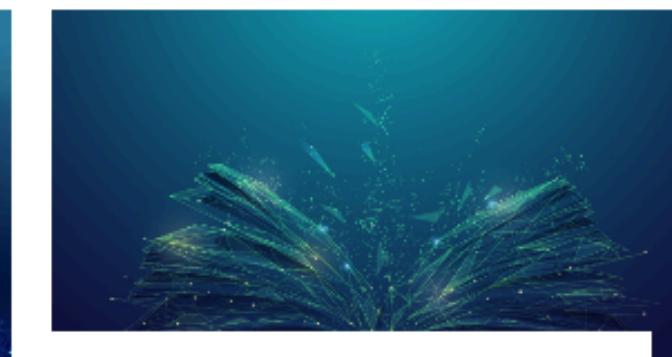
LEADERSHIP

A leader's guide to the
Code of Practice



LEADERSHIP

How to use the Charity
Digital Code of Practice

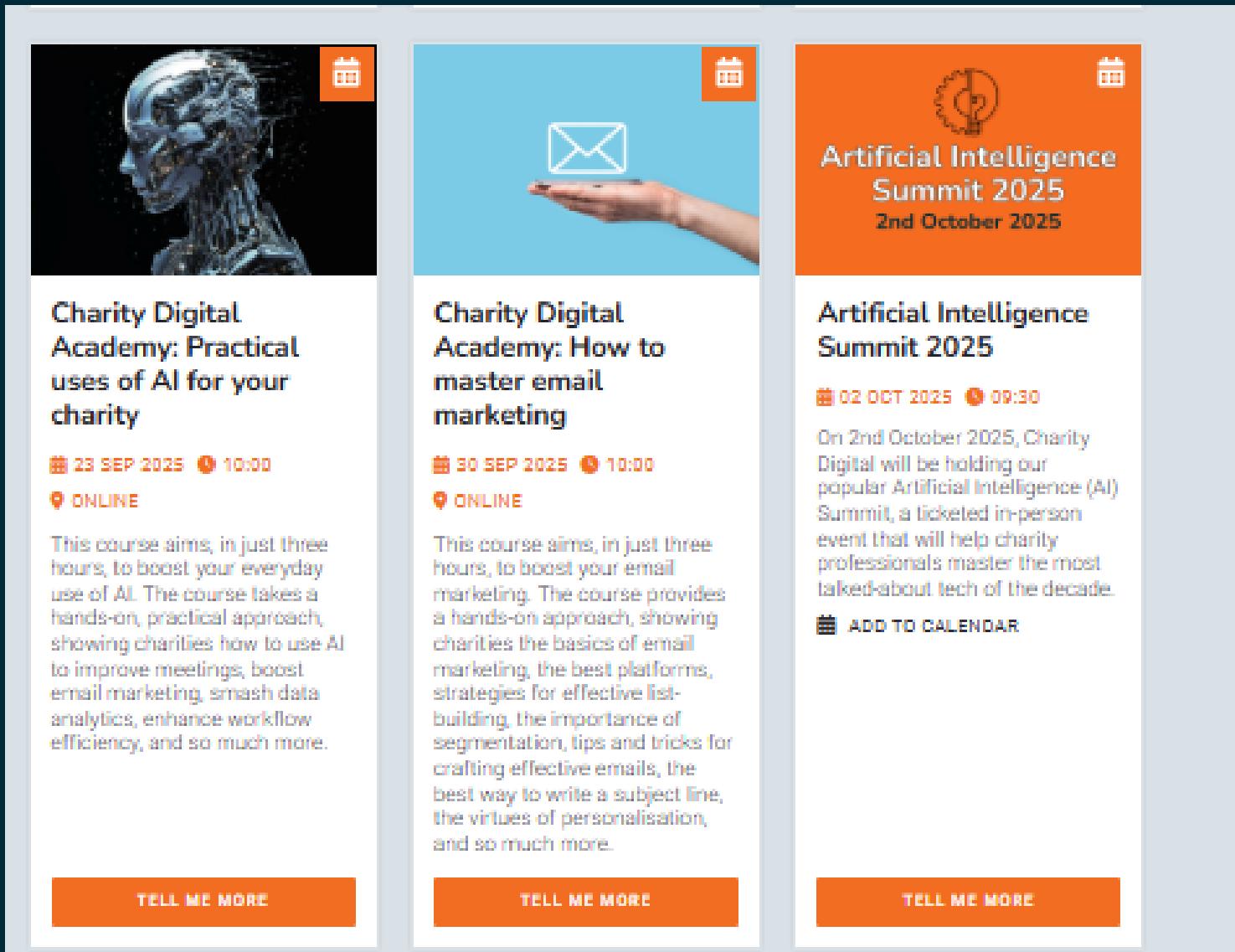


LEADERSHIP

How we updated the Code
of Practice

Events

- **AI Summit, 2nd October** at Microsoft Offices, **Paddington**, a one-day ticketed in-person event providing skills-building exercises, case studies, practical advice, expert guidance.
- Our annual online **Digital Fundraising Summit** will be back this year (6th November) for the seventh year in a row! A free, one-day, online event, with informative webinars and interactive workshops.
- Our online events all tend to be free to attend! Check out our event page on our website.



The image shows three event cards from the Charity Digital website:

- Charity Digital Academy: Practical uses of AI for your charity**
23 SEP 2025 10:00
ONLINE
This course aims, in just three hours, to boost your everyday use of AI. The course takes a hands-on, practical approach, showing charities how to use AI to improve meetings, boost email marketing, smash data analytics, enhance workflow efficiency, and so much more.
[TELL ME MORE](#)
- Charity Digital Academy: How to master email marketing**
30 SEP 2025 10:00
ONLINE
This course aims, in just three hours, to boost your email marketing. The course provides a hands-on approach, showing charities the basics of email marketing, the best platforms, strategies for effective list-building, the importance of segmentation, tips and tricks for crafting effective emails, the best way to write a subject line, the virtues of personalisation, and so much more.
[TELL ME MORE](#)
- Artificial Intelligence Summit 2025**
2nd October 2025
On 2nd October 2025, Charity Digital will be holding our popular Artificial Intelligence (AI) Summit, a ticketed in-person event that will help charity professionals master the most talked-about tech of the decade.
[ADD TO CALENDAR](#)
[TELL ME MORE](#)

Charity Digital Academy



Our Academy courses aim, in just three hours, to enhance soft skills and hard skills, boost your knowledge of finance and artificial intelligence, and supercharge your digital capabilities.

We offer courses on:

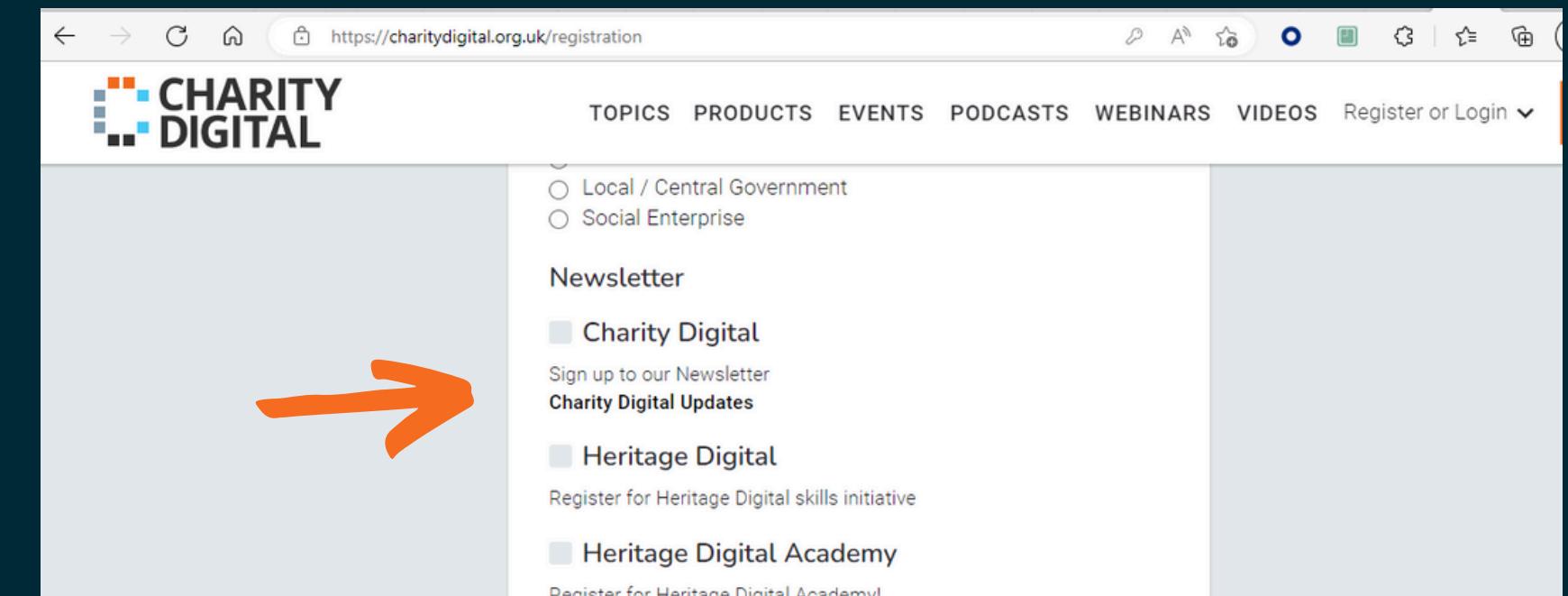
- Social Media
- Microsoft 365 (Beginner through to Advanced)
- Getting started with Google for Nonprofits
- Email Marketing
- Practical uses of AI
- Managing charity finances
- Writing successful funding applications

With many other topics to follow in due course!
Visit the Academy section on our website.

 Charity Digital Academy: Managing your M365 tenant – an introduction to the admin portal 01 JUL 2025 10:00 This three-hour session provides an overview of the key admin tasks you are likely to need to use to set up and maintain 365 for your organisation. The first section will cover account permissions and the different admin centres. It'll dive into licences and billing. It'll provide a brief introduction to Intune and Defender to help charities to manage and secure their tenants. TELL ME MORE	 Charity Digital Academy: Supercharge your use of social media 08 JUL 2025 10:00 This course aims, in just three hours, to supercharge your use of social media. We'll explore how you can pick the right platforms for your charity and how to know whether you should invest, or divest, in other platforms. We'll show you how to increase social media engagement, how to extend your reach, and how to ensure you target the most rewarding demographics. TELL ME MORE	 Charity Digital Academy: Securing and protecting your M365 tenant using Microsoft Defender & Intune in Business Premium 09 JUL 2025 10:00 This course aims, in just three hours, to supercharge your use of social media. We'll explore how you can pick the right platforms for your charity and how to know whether you should invest, or divest, in other platforms. We'll show you how to increase social media engagement, how to extend your reach, and how to ensure you target the most rewarding demographics. TELL ME MORE	 Charity Digital Academy: Making the most of M365 apps – tips and tricks 15 JUL 2025 10:00 This three-hour session shows you how to master 365 apps. The first section will cover an overview of the apps available. It will explore web vs desktop applications, the joys of Copilot, the best way to use Microsoft Forms, and the secrets of Sway. The second section is dedicated to Teams, exploring meeting and channel management, file storage, whiteboards and polls, and so much more. TELL ME MORE
 Charity Digital Academy: Getting started with Google for Nonprofits 22 JUL 2025 10:00 ONLINE This course provides an introduction to the Google for Nonprofit program, which offers eligible UK charities free access to a suite of Google tools, including Google Workspace, Google Ad Grants, the YouTube Nonprofit Program, and Google Earth and Maps. We will explore these tools and highlight how UK charities are already using them to enhance their operations and impact. TELL ME MORE	 Charity Digital Academy: Advanced Excel - tips and tricks 29 JUL 2025 10:00 ONLINE Join this 3 hour session to find out how to optimise your spreadsheets so they can do what they're meant to be doing - saving you time, facilitating effective service delivery and enabling you and your team to get insight into the bigger picture. TELL ME MORE	 Charity Digital Academy: Practical uses of AI for your charity 05 AUG 2025 10:00 ONLINE This course aims, in just three hours, to boost your everyday use of AI. The course takes a hands-on, practical approach, showing charities how to use AI to improve meetings, boost email marketing, smash data analytics, enhance workflow efficiency, and so much more. TELL ME MORE	 Charity Digital Academy: How to manage charity finances 12 AUG 2025 09:30 ONLINE This course aims, in just three hours, to help you make sense of your finances. It provides a simple, straightforward, plain-English introduction, covering budgeting, reporting, governance, sustainability, futureproofing, and so much more. In two back-to-back sessions, each lasting approximately 80 minutes, the course offers key insights into the essential elements of charity finance. TELL ME MORE

Stay up-to-date

- Register!
- Sign up to our newsletter for the most up-to-date information on webinars, podcasts, and everything digital
- Check the Charity Digital website for fresh content and information on upcoming events
- Check out our LinkedIn to never miss a thing!
- [Subscribe to the Charity Digital Digest on LinkedIn](#)



Changes to the Charity Digital Exchange programme

Provides access to:

- Free and Discounted Software and Hardware offers
- Validation Services
- Training/Courses

Changes to the Charity Digital Exchange programme



- From 1st July, the Exchange product catalogue has transitioned to be managed directly by TechSoup UK.
- This means that many of the software products you currently purchase through Charity Digital will no longer be available via our website.
- TechSoup will continue to provide many of the same discounted products you've relied on over many years.
- The transition of these services to TechSoup will not impact your existing Exchange account or ability to make purchases.

Changes to the Charity Digital Exchange programme



You can still get access to a range of discounted products through Charity Digital, including:

- **Avast Cyber Security** - award winning cyber care at charitable rates
- **Dotdigital Email Marketing Platform** - exclusive discounts and support
- **FCAA Regulated Tailored direct debit solutions** – build donations and lotteries
- 10% off refurbished hardware from **Computers 4 Charities**

Changes to the Charity Digital Exchange programme



What about products you previously purchased from TechSoup?

- If you've previously made purchases from the Charity Digital Exchange, you'll already have a TechSoup UK account set up – you may just need to reset your password on first login after the 1st July.
- From 1st July, you'll be able to purchase popular products such as Microsoft, Bitdefender, Autodesk, and many others directly from www.techsoup.uk



Payments

Direct Debits & Lotteries

Founded 2004



- FCA (Financial Conduct Authority)
- BACS
- Banking Regulator (Natwest as our sponsor)



For info: elizabeth.carter@charitydigital.org.uk

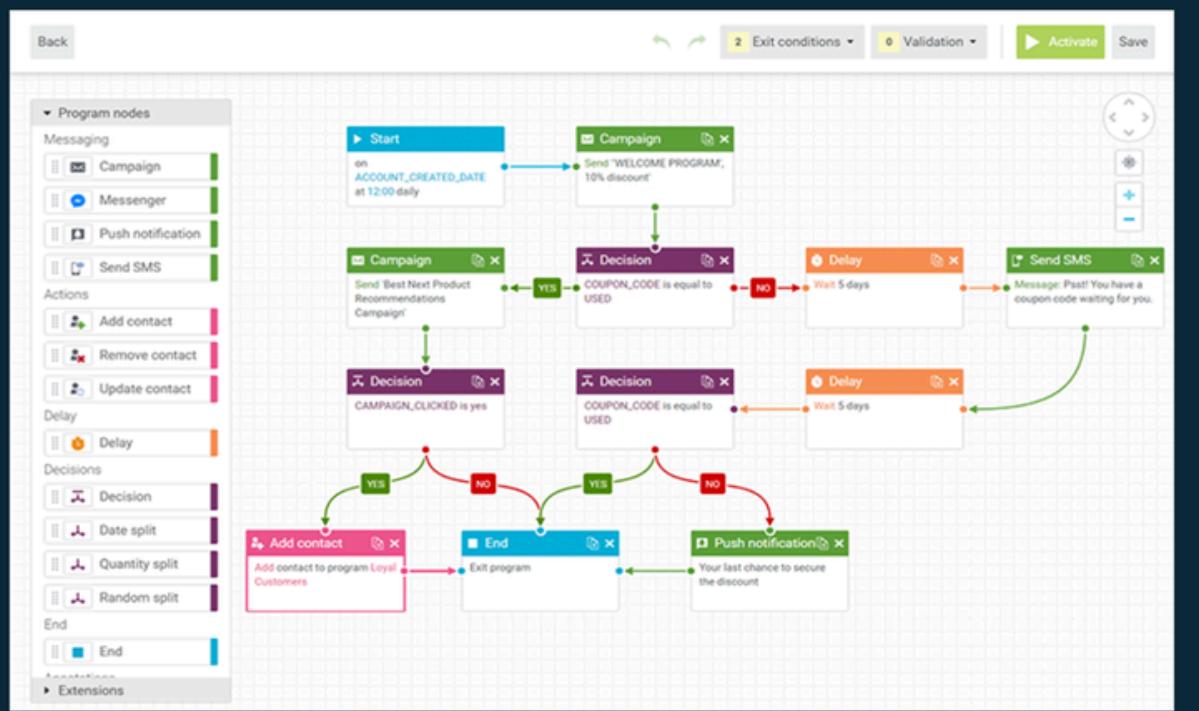
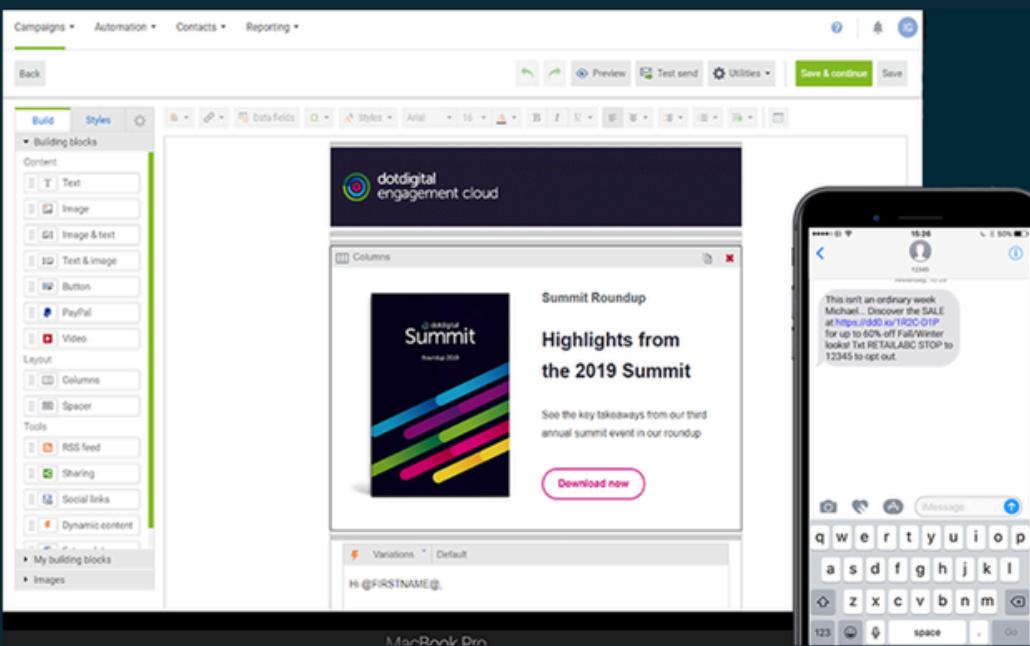
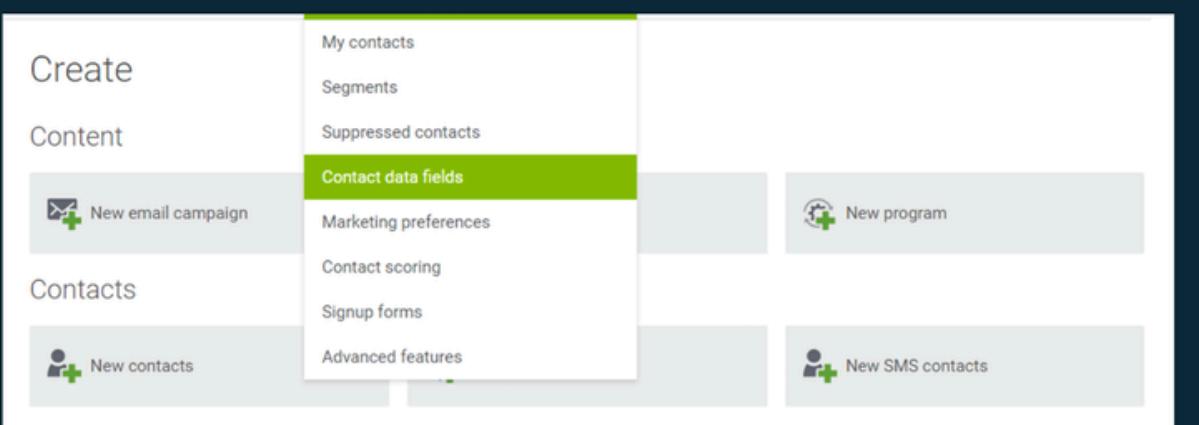
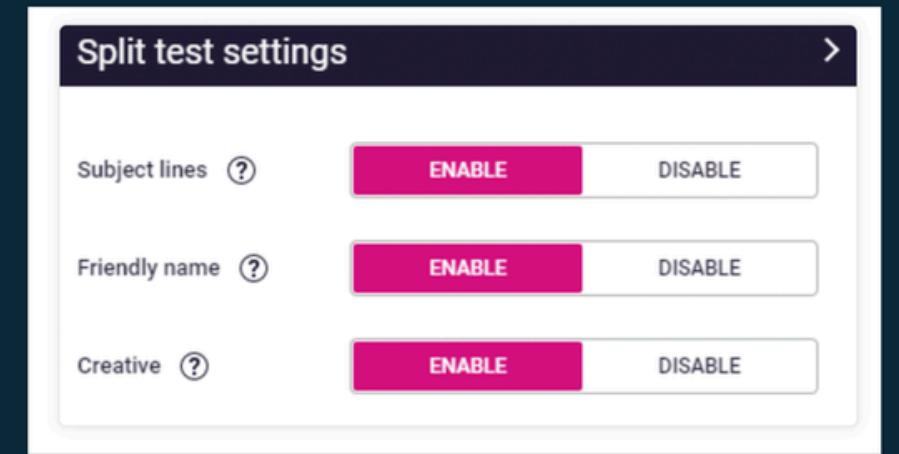
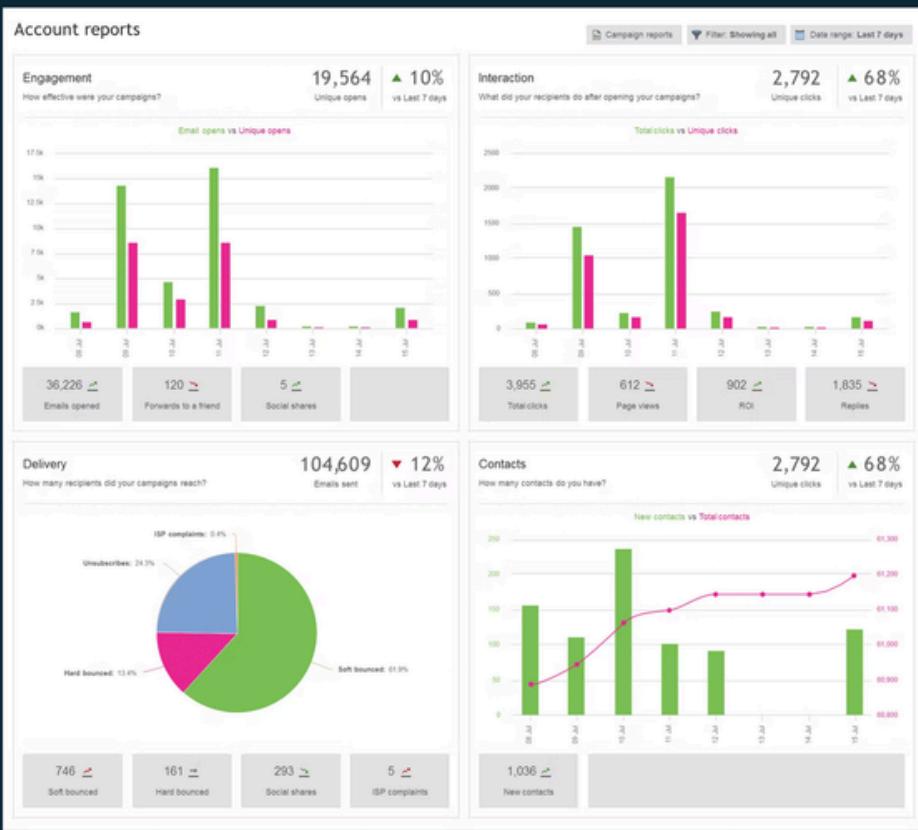
Email Marketing



dotdigital

EMAIL MARKETING FOR NONPROFITS

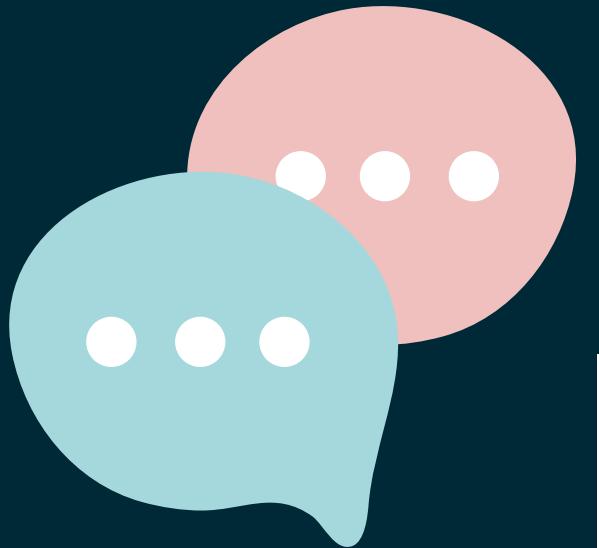
Features



Open Source Platform



Support



Free £0

Setup of account and platform support (email, webinar and phone) during the lifetime of your account. Kick off call and general webinar training of features.

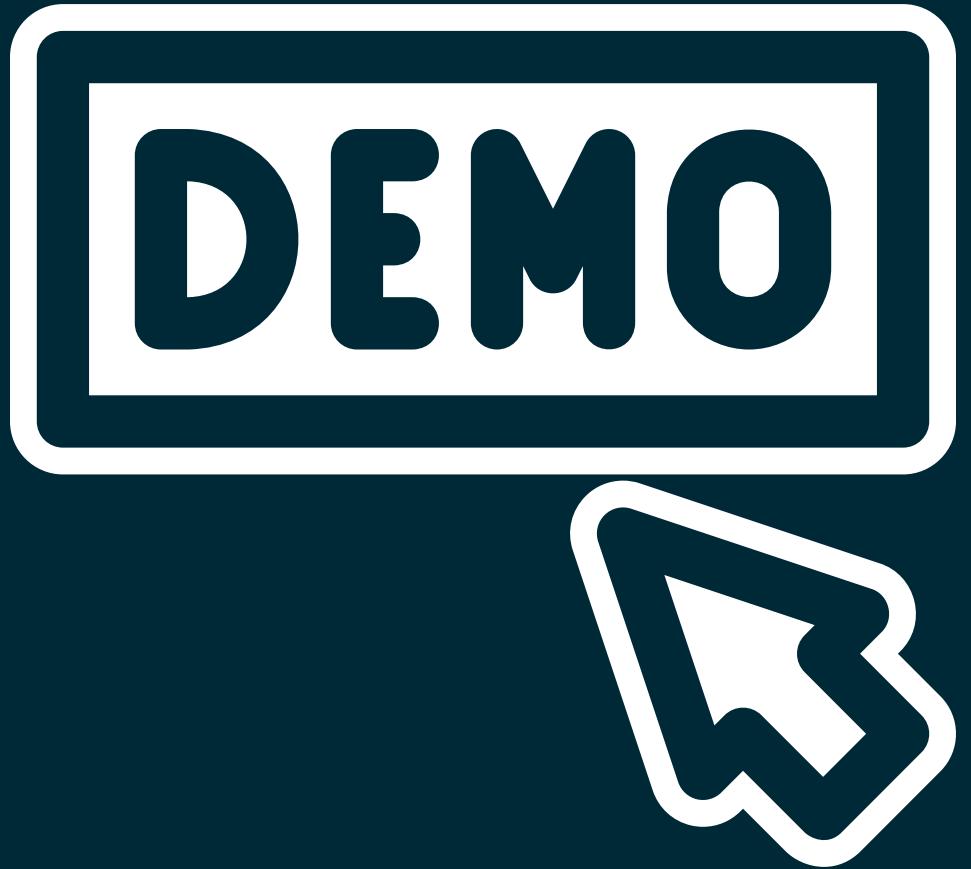
Light - £149 (one-off charge)

- 10,000 free emails for 12 months (cannot be used in conjunction with any other offer)
- Platform support (email, webinar and phone) during the lifetime of your account
- On-going Client Support with a dedicated account manager
- Two training sessions via live webinar with unlimited number of delegates
- One surgery with an email marketing specialist
- Two bespoke, responsive templates

Pro - £199 (one-off charge)

- 20,000 free emails for 12 months (cannot be used in conjunction with any other offer)
- Platform support (email, webinar and phone) during the lifetime of your account
- On-going Client Support with a dedicated account manager
- Four training sessions via live webinar with unlimited number of delegates
- Two surgeries with an email marketing specialist
- Four bespoke, responsive templates and/or sign-up forms





charitymailsupport@charitydigital.org.uk



Questions?

[Charity Digital Mail support](mailto:charitymailsupport@charitydigital.org.uk): charitymailsupport@charitydigital.org.uk

[TechSoup customer service](mailto:ukcustomerservice@techsoup.org): ukcustomerservice@techsoup.org



Thank you for attending!

Artificial Intelligence Summit 2025

Charity Digital will be holding our Artificial Intelligence (AI) Summit that will help charity professionals master the most talked-about tech of the decade.

2nd October 9am-4pm
In-Person, Microsoft Offices, Paddington