

Welcome to Charity Digital

From Charity Digital:

- James Corcoran, Head of Marketing
- Elizabeth Carter, Email Marketing Manager
- Ioan 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

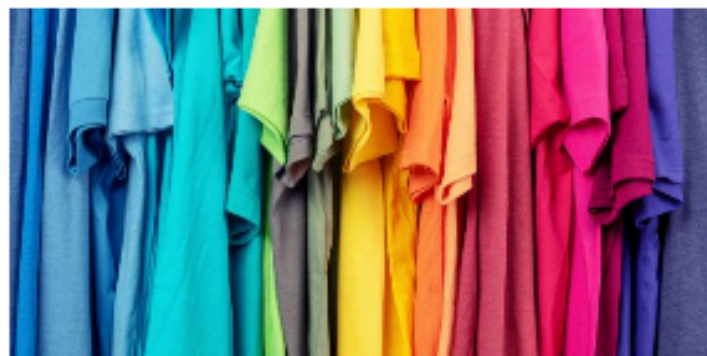
- Designed to help every charity grow their impact through digital
- Four core aims:
 1. Inspire
 2. Inform
 3. Empower
 4. Connect



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

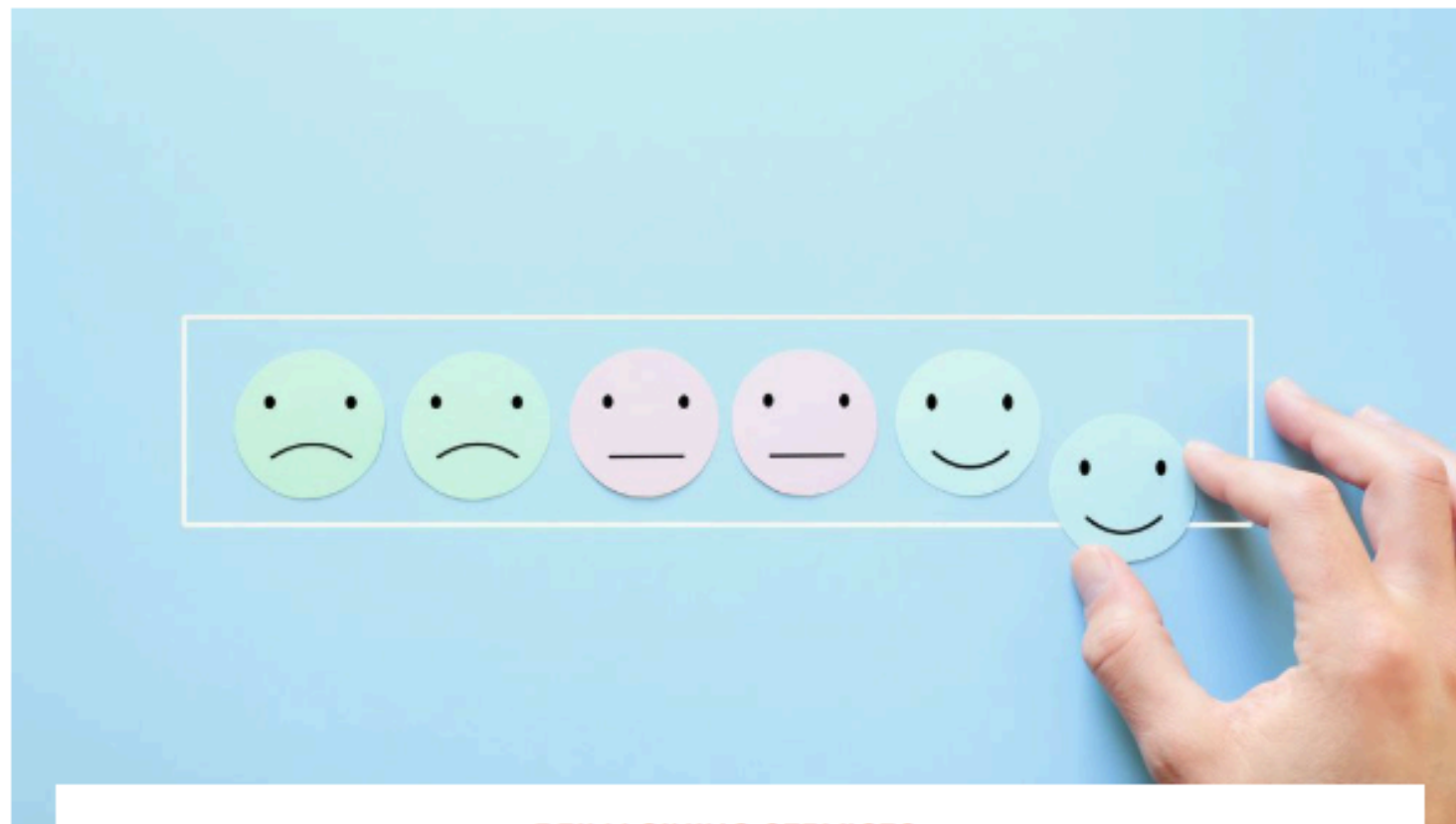


**VOLUNTEERING**

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

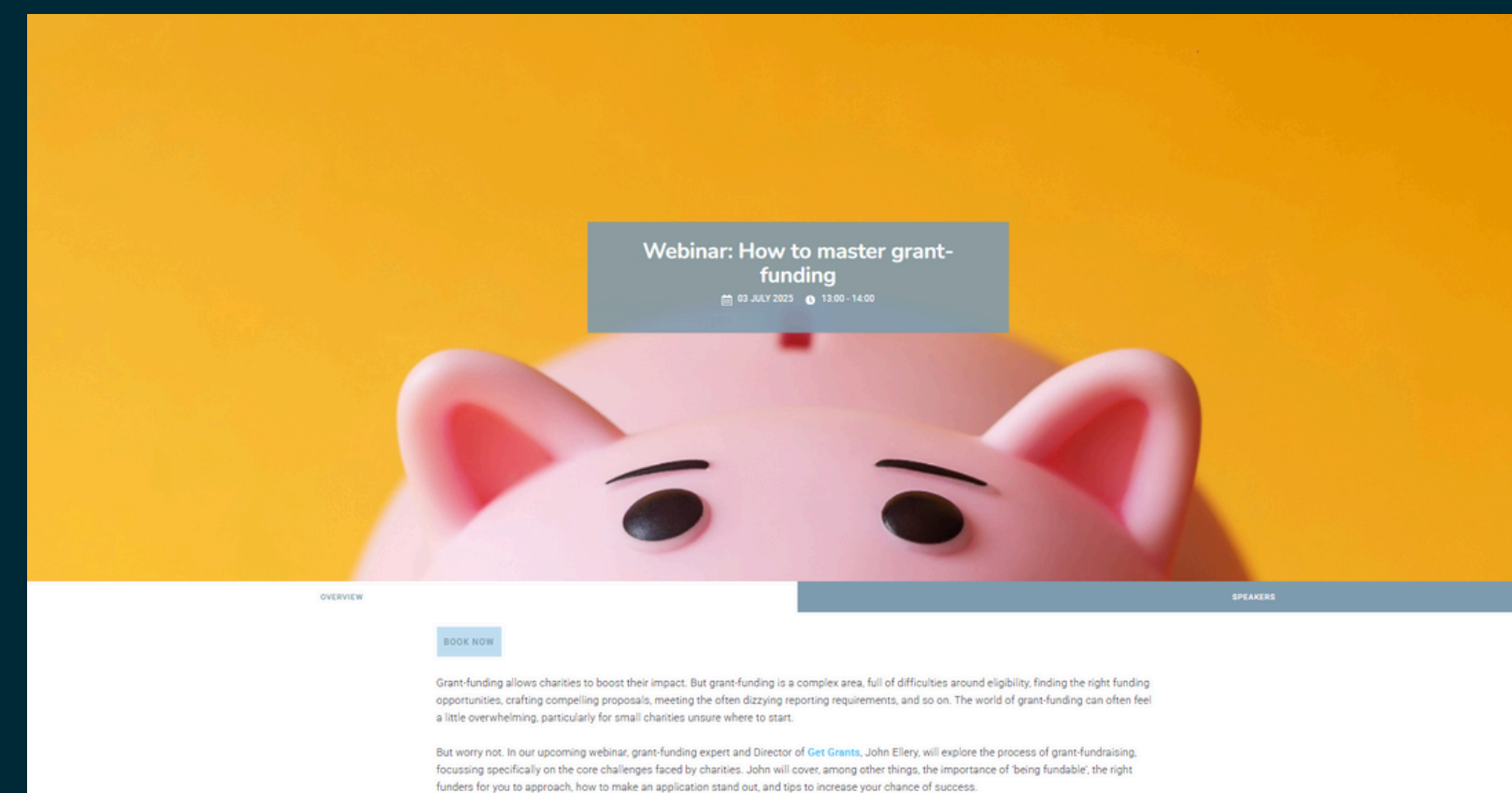
Podcasts

- 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”.

A screenshot of the Charity Digital website. The top navigation bar includes links for THE CODE, SHOP, EXCHANGE, INSIGHTS, ACADEMY, EVENTS, ON-DEMAND, ABOUT US, and My Account, along with a search icon. The main header features the Charity Digital logo and the text "Digital Inclusion" next to a circular icon with people icons. Below this, a red banner contains the text: "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." The section "Our latest on Digital Inclusion" is followed by a grid of four resource cards. Each card has a thumbnail image, a title, and a date/author line. The cards are: 1. "The four digital skills you need to thrive" (30 JUN 2025 BY CHARITY DIGITAL) with a thumbnail of a woman and a star icon. 2. "Is the digital world holding you back?" (26 JUN 2025 BY CHARITY DIGITAL) with a thumbnail of a woman and a laptop icon. 3. "The cost of technology" (24 JUN 2025 BY CHARITY DIGITAL) with a thumbnail of a woman and a laptop icon. 4. "What is a digital accelerator programme?" (24 JUN 2025 BY CHRISTINE CHIU) with a thumbnail of a lightbulb icon. A "view all" link is located to the right of the "Our latest on Digital Inclusion" heading.

CHARITY DIGITAL

THE CODE SHOP EXCHANGE INSIGHTS ACADEMY EVENTS ON-DEMAND ABOUT US My Account

Digital Inclusion

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.

Our latest on Digital Inclusion [view all](#)

- 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 CODE](#) [SHOP](#) [EXCHANGE](#) [INSIGHTS](#) [ACADEMY](#) [EVENTS](#) [ON-DEMAND](#) [ABOUT US](#) [My Account](#) 




Reimagining Services

Supporting charity professionals to unlock new perspectives on service delivery and helping maximise value to charity service users across the country


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.

A screenshot of the Charity Digital website's events page, showing three event cards. Each card has a header image, a title, date and time, location, a description, and a 'TELL ME MORE' button.

Event Title	Date & Time	Location	Description
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.
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.
Artificial Intelligence Summit 2025	02 OCT 2025 09:30		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.

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 (Beginnner 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.

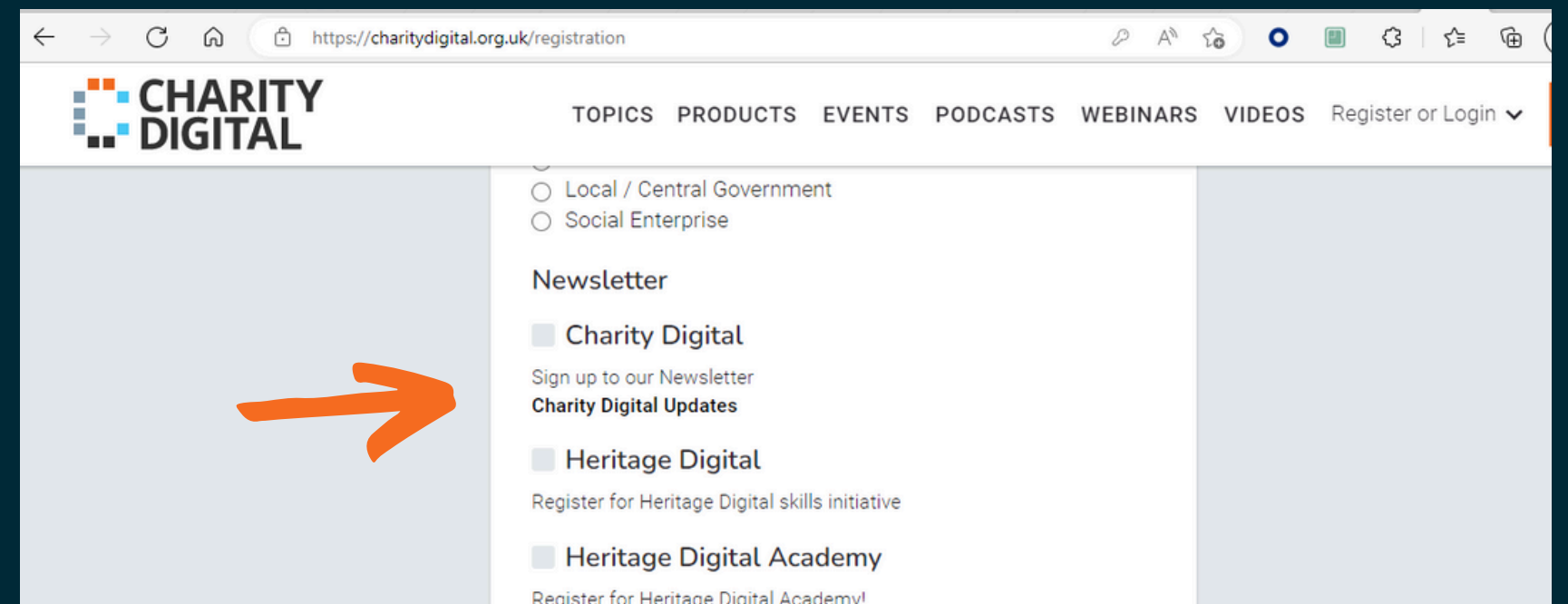
A grid of eight course cards, each with a header image, title, date, time, description, and a 'TELL ME MORE' button.

Course Title	Date	Time	Key Description
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.
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.
Charity Digital Academy: Securing and protecting your M365 tenant using Microsoft Defender & Intune in Business Premium	09 JUL 2025	10:00	Join us for a focused 90-minute session designed for organisations seeking to make the most of the security features included with their Microsoft 365 Business Premium subscription.
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.
Charity Digital Academy: Getting started with Google for Nonprofits	22 JUL 2025	10:00	This course provides an introduction to the Google for Nonprofits 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.
Charity Digital Academy: Advanced Excel - tips and tricks	29 JUL 2025	10:00	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.
Charity Digital Academy: Practical uses of AI for your charity	05 AUG 2025	10:00	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.
Charity Digital Academy: How to manage charity finances	12 AUG 2025	09:30	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.

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)

The logo for BUFFALO Regular Giving Consultants, with 'BUFFALO' in large grey letters and 'Regular Giving Consultants' in smaller grey letters below it.The logo for donordebit, with 'donor' in blue and 'debit' in black, both in a lowercase sans-serif font.The logo for CFP LOTTERY & RAFFLES, featuring a stylized blue 'C' and 'F' followed by 'P' in large blue letters, with 'LOTTERY & RAFFLES' in smaller blue letters below it.

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

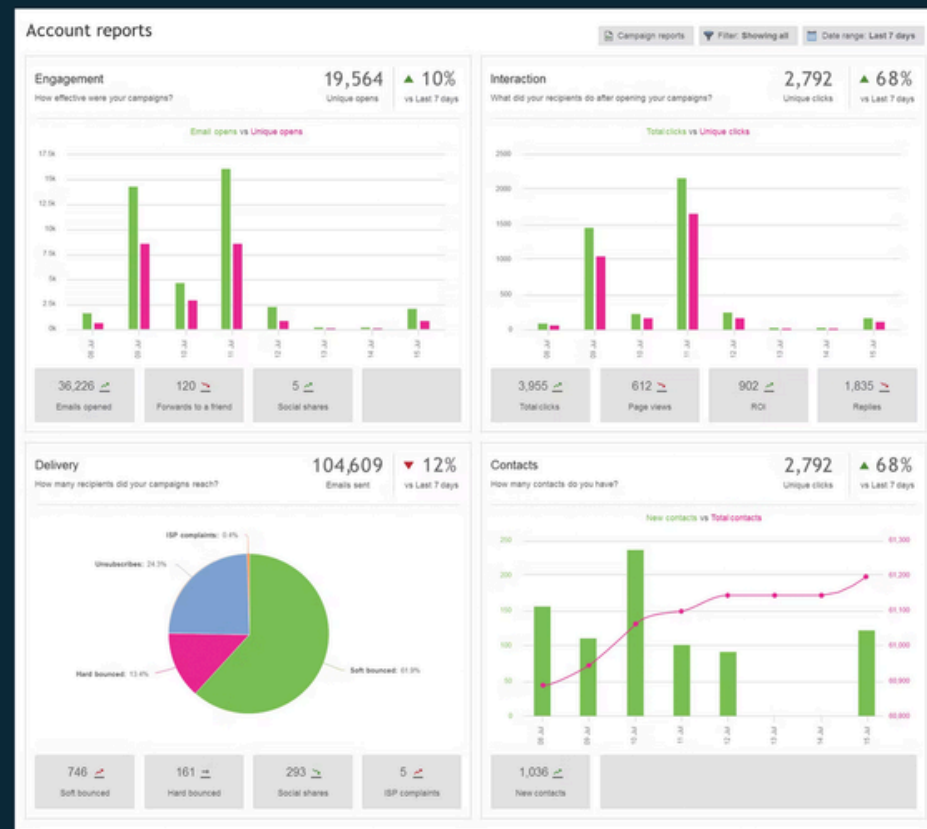
Email Marketing



dotdigital

EMAIL MARKETING FOR NONPROFITS

Features



Split test settings

Subject lines ? **ENABLE** DISABLE

Friendly name ? **ENABLE** DISABLE

Creative ? **ENABLE** DISABLE

Create

Content

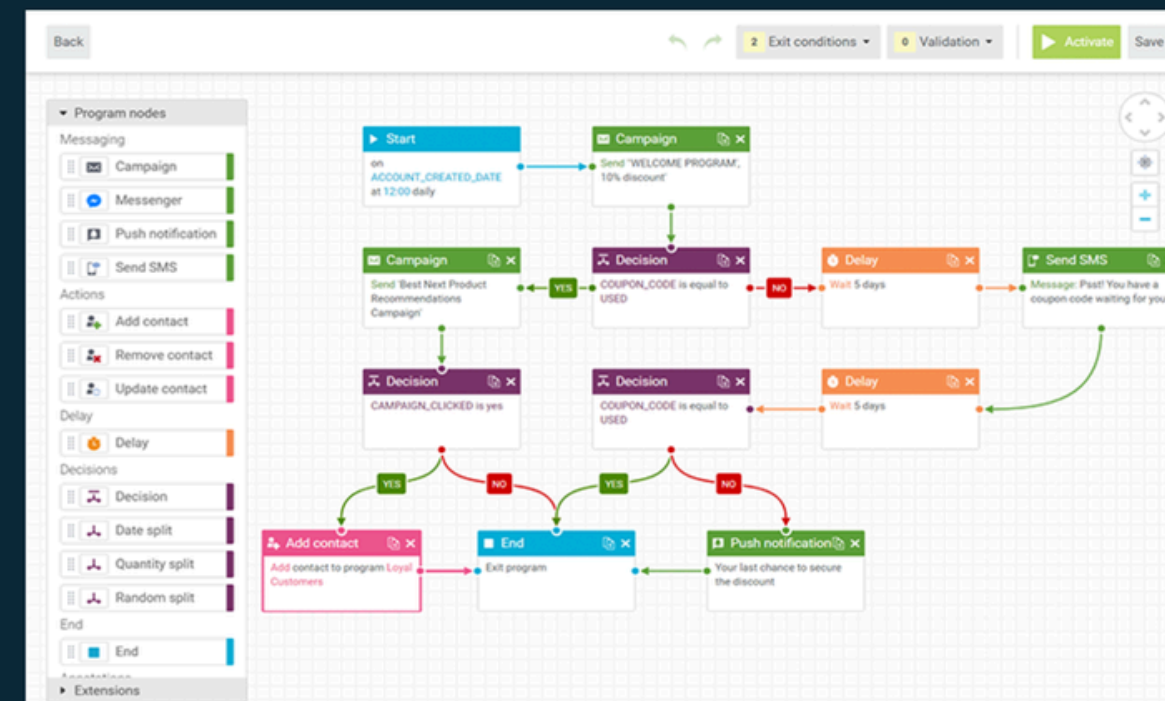
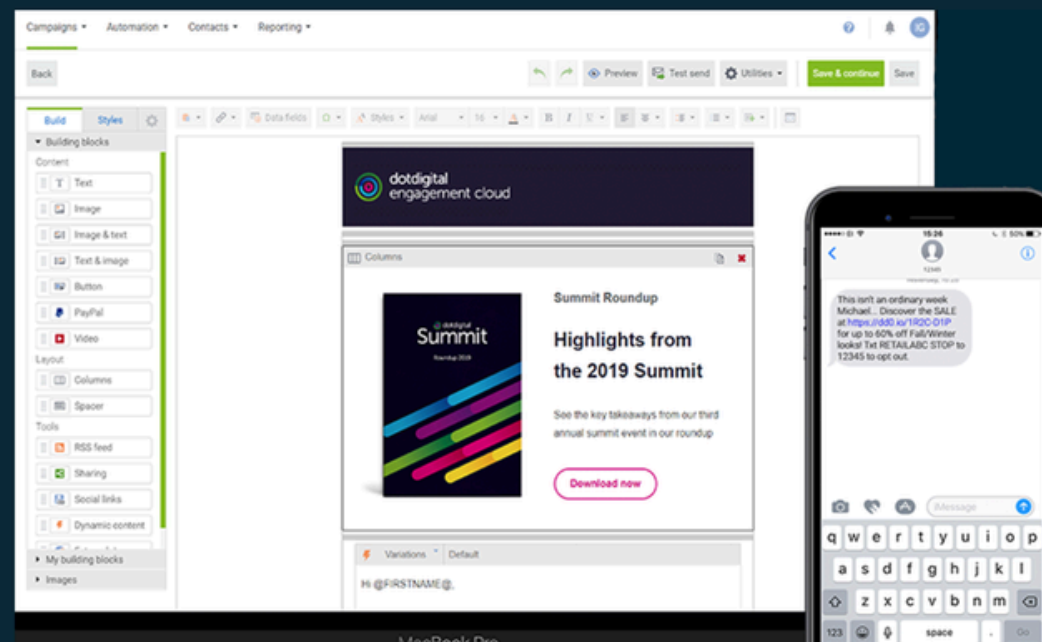
- New email campaign
- New program

Contacts

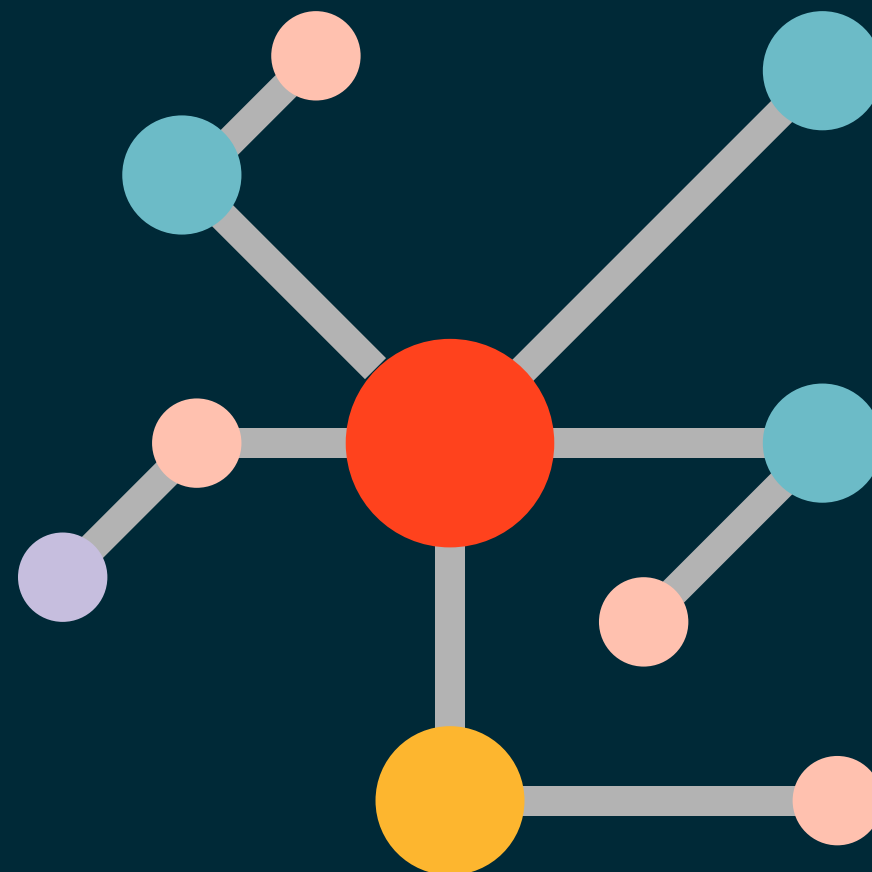
- New contacts
- New SMS contacts

My contacts

- Segments
- Suppressed contacts
- Contact data fields**
- Marketing preferences
- Contact scoring
- Signup forms
- Advanced 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.

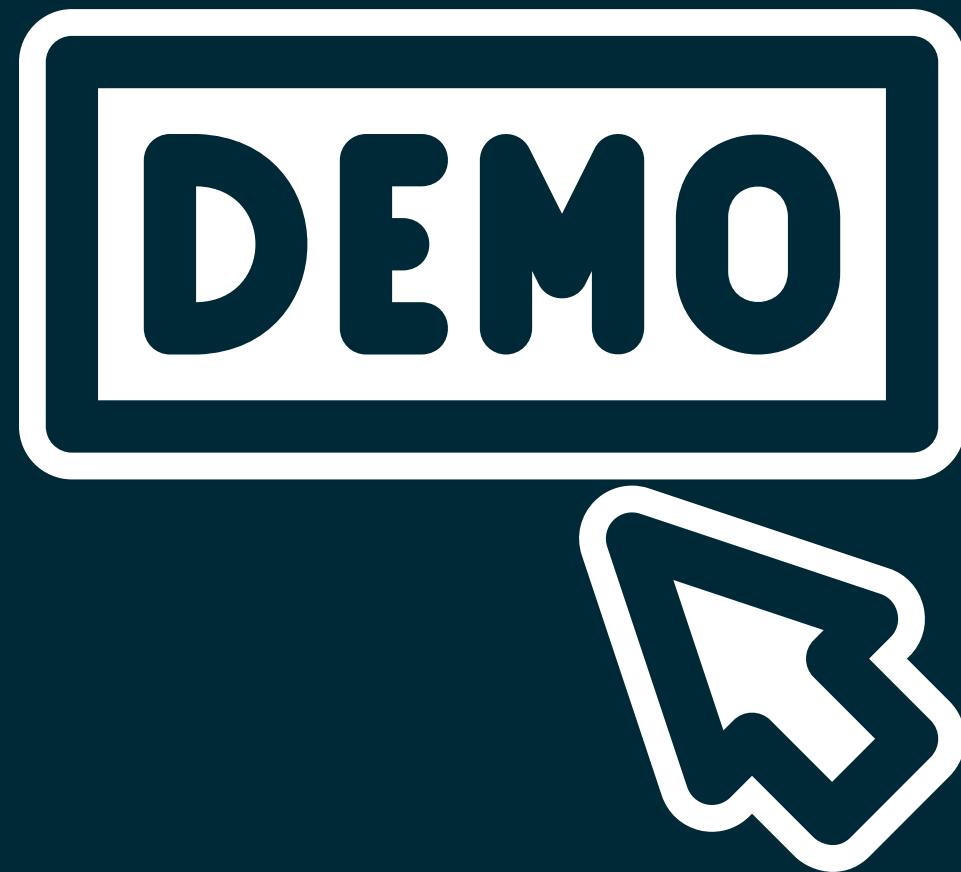
Light - £149 (one-off charge)

- 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: charitymailsupport@charitydigital.org.uk

TechSoup customer service: 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