

bridge  
powered by lightful

# Lightful Digital Strategy Canvas





Name:

Organisation:

## Statement of Purpose

Why have you developed a strategy? What do you hope to achieve?

## Organisational Digital Objectives

How can your digital channels help deliver your overall organisational goals? Provide SMART goals for each of your digital channels.

Social Media

Email Marketing

Website

# SWOT (Strength, Weakness, Opportunity, and Threat) Analysis

Bringing external threats and opportunities together with your internal strengths and weaknesses to create a strategic plan.

Strengths

Weaknesses

Opportunities

Threats

## Identify Stakeholders

Who are your main audiences, both internal and external?


	What information do they need?	What channels do they use?	Key communication messages
Staff and Volunteers			
Board of Trustees			
Donors			
Service Users			

## Social Media

What are the main social media channels you will use and why?

# Digital Budget

**Digital Ad Spend**

A graphic of a smartphone with social media icons (Facebook, Twitter, Instagram, LinkedIn) floating around it, set against a teal background.

# Digital Fundraising

How much income will digital channels generate?

Stretch target	Realistic target


What online giving tools will you use?

Are you planning any specific fundraising campaigns?

# Timeline


Identify key dates and milestones for your strategy

**Internal**



A teal header box with the word "Internal" in white. Below it is an illustration of four diverse people (two men and two women) sitting around a table, engaged in a meeting. The rest of the box is a light grey area for notes.

**External**



A teal header box with the word "External" in white. Below it is an illustration of two people looking at a data dashboard on a screen, with a glowing lightbulb icon above the screen. The rest of the box is a light grey area for notes.

# Reporting

What does success look like?

**What data and analytics fo you need to track?**

A teal header box with the question "What data and analytics fo you need to track?". Below it is a large light grey area for notes.

**How often will you report on your digital progress?**

A teal header box with the question "How often will you report on your digital progress?". Below it is a large light grey area for notes.

# Roles and Responsibilities

Make sure everyone who needs to be is involved in delivering your strategy.

Who will lead on specific areas/tasks? What teams need to be involved?

Empty text area for detailing roles and responsibilities.

How often will teams meet to check in on the strategy and your progress?

Empty text area for detailing meeting frequency.