

Lightful Digital Strategy Canvas





| Name: |
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| Organisation: |
| Statement of Purpose |
| Why have you developed a strategy? What do you hope to achieve? |
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| 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 |
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| Email Marketing |
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| Website |
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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 |
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| Weaknesses |
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| Opportunities |
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| Threats |
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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 Fundraising

How much income will digital channels generate?

| Stretch target | Realistic target |
|----------------|------------------|
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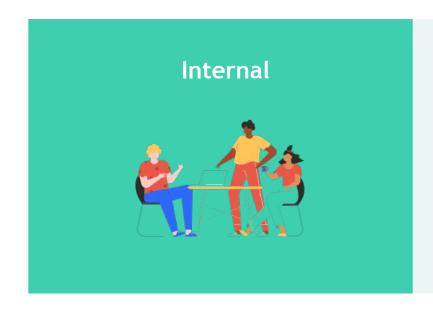
| What online giving tools will you use? | |
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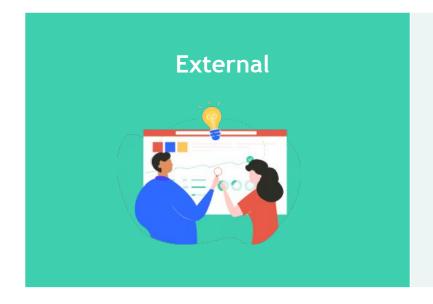
Are you planning any specific fundraising campaigns?



Timeline

Identify key dates and milestones for your strategy





Reporting

What does success look like?

What data and analytics fo you need to track?

How often will you report on your digital progress?



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