Creating a digitally-confident Scottish voluntary sector

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SCVO’s overall mission is to support, promote and develop a confident, sustainable voluntary sector in Scotland
Pre-pandemic, we were focussed on de-risking digital and helping people get started. Since then, we’ve shifted to helping organisations make radical changes at pace
What is ‘digital’ anyway...?
Technology, IT and services that responds to people’s needs
## 7 years of SCVO digital support

<table>
<thead>
<tr>
<th>Year</th>
<th>Phase Description</th>
<th>Key Events</th>
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| 2016 | OneDigital pilot phase | First Senior Leader’s cohort  
First Digital Call to Action document |
| 2017 | | Digital roadshows  
Further Senior Leader’s cohorts |
| 2018 | OneDigital extension phase | Digital Checkup  
Second Digital Call to Action |
| 2019 | | Expanded digital training  
Checkup running as a service |
| 2020 | Six-month scale-up investment from Catalyst | Pivot to remote delivery  
Massive spike in demand and scale up |
| 2021 | New funding from Wm Grant, Esmee Fairbairn, Paul Hamlyn Foundations | Topical training, DigiShift calls, Microsoft training |
| 2022 | Further funding – secured March 2023 | Continued delivery at scale including topical training, DigiShift calls and online guides |
Looking at digital during and since the pandemic, our vision is to:

Take the best of digital strategy and practice from the pandemic, and make this achievable for any organisation in the voluntary sector.
SCVO Digital Call To Action 3

Introduction

This is our third Call to Action for a Digitally Confident Scottish voluntary sector. In this report, we reflect on the digital progress the Scottish Voluntary Sector has made since 2018. We highlight how pandemic pressures have catalysed huge digital changes in organisations large and small. And we chart a course ahead, highlighting what needs to happen to ensure that Scotland’s voluntary sector keeps progressing with digital.

In our previous call to action in 2018, we saw that digital change was already gathering a lot of momentum. Pioneering organisations had grasped the potential of digital and were starting to change rapidly. But many organisations were only evolving gradually, and a significant number of organisations still weren’t using digital tools or approaches at all. At SCVO, we spent a lot of time encouraging people to get started on their digital journey.

All of this changed in March 2020.

Organisations right across the voluntary sector rapidly turned to digital during the pandemic, because there was no other option to keep in touch with people, keep working, and provide services. Everyone learned a
5 Key principles:

- ‘It’s for everyone’ – accessibility and relevance
- Be canny investors in digital and technology
- Digital embedded, not an exception
- A confident and skilful workforce
- Secure by design
In summary, we’re all about making game-changing digital relevant and accessible for the whole voluntary sector
How do we do this?
We support hundreds of organisations directly

Thousands of organisations use our resources to help themselves

Rolling insight informs the strategic digital support landscape
DigiShift

- Free monthly interactive Q&As with digital experts
- 70 episodes since March 2020
- Over 150 experts
- Approx 2,500 signups
Digital Checkup

- Pioneering digital maturity assessment tool, with free 1-to-1 followup support
- More than 700 completions since early 2018
Senior Leaders’ programme

- Six-month action learning programme for CEOs and directors
- Running since 2016, over 250 Alumni
- Copied by many
Topical digital training

- Key digital topics made relevant for voluntary sector
- Delivered online
- About 500 bookings per year across 20+ sessions

Understanding Agile
Hybrid working
Cyber risks
Digital strategy
Digital for managers
Internal comms
Online resources

- Blogs, social media and in-depth guides
- Approx 40k pageviews per year
What’s next - AI

- In-depth and growing guidance on responsible use of AI
- Making expert insight and guidance accessible to all
Impact of our support
Offering a digital ‘north star’ for the sector that takes account of context and constraints

Around 1,000 orgs per year attending multiple events and training

Around 200 orgs per year receiving dedicated 1-to-1 support

Able to rapidly address new and emerging topics eg generative AI
Where would I start from?
Thank you

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