

The key to strengthening your digital capacity

BRIDGE (Building Resilience in Digital Growth and Engagement) is a program designed to equip small and medium-sized nonprofits with the digital skills and confidence to become more resilient and deliver greater impact. We know that nonprofits have the greatest stories to tell. We want to help you tell those stories using digital and social media and to reach a wider audience.



Why do nonprofits need to have digital skills?

The BRIDGE program helps nonprofits to build confidence and resilience in digital. These digital skills are essential for nonprofits in order to help improve service delivery, generate income through fundraising and engage with supporters in the 21st century.



Who can participate in the program?

BRIDGE has been designed for those working within small and medium-sized nonprofits using a syllabus designed to upskill participants who may or may not have data and digital skills. Previous participants have come from a wide range within nonprofits, including Social Media Manager, Director of Marketing, Chief of Fundraising, CEO and Trustee. Participants from each of these varied roles have gained value from the BRIDGE program.



How much time does it take to participate in the program?

We recommend that participants spend a minimum of 1-2 hours a week to gain the most out of the program. There is at least one live session each month which will be recorded and available to catch-up on. There is also an e-learning syllabus containing a wide range of bitesize content, covering key digital concepts. The aim is not to increase the amount of time spent on digital, but about getting the most out of the time you do put in. By learning and applying concepts from the program, you can work smarter rather than harder.

What support will you get?



1:1 onboarding

Meet your dedicated Relationship Manager with an introduction to the platform and learn more about our organization and how we can help.



How-to webinars

Practical advice on all things digital and social, such as building a content calendar, best practices for each social channel and getting buy-in on social.



A supportive community

Share your learnings and ideas with similar nonprofits to build your network during and after the program.



Regular masterclasses

Focused on digital strategy, championing influencers, storytelling and measuring success.



1:1 support

Up to four one-on-one sessions with the experts and your team covering strategic topics such as building personas, storytelling and engaging influencers and ambassadors.



Access to digital tools

Enjoy premium level access to the Lightful Social Platform, our social media management tool built specifically to help small to medium-sized charities increase their reach and impact across multiple channels.



BRIDGE has really helped me develop the skills I need to create engaging content, specifically focusing on fundraising.



Belfast,
Northern
Ireland



The BRIDGE program came in at the right time and has helped us revamp our social fundraising efforts.



Chogoria,
Kenya

Why should you take part in the program?

BRIDGE has had a transformational impact on thousands of nonprofits across 80 countries. The program has facilitated millions in new philanthropic donations and engaged tens of thousands of individuals with good causes. In fact, more than 90% of BRIDGE participants met or exceeded their fundraising targets and/or communication-related goals while on the program.

Results and feedback of previous BRIDGE participants:



2X

Doubled the number of new online supporters



3X

Tripled the rate of online engagement



6X

Return on Investment



64%

Increase in online fundraising year-on-year



95%

Increased digital confidence and technical abilities



100%

Think it will enable them to raise more funds in future



BRIDGE was the best thing that happened to our organization in 2020. Thank you for all your work.



CRETE FOR LIFE
Η ΚΡΗΤΗ ΔΙΝΕΙ ΖΩΗ

Crete,
Greece



The best thing is the Masterclasses and one-to-one meetings. It gives me a chance to really pick the BRIDGE leadership team's brains with problems we are having.



Texas,
USA