BRIDGE: Building Resilience in Digital Growth and Engagement

BRIDGE is a program designed to equip small and medium-sized nonprofits with the digital competence 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.

Overview

What is the BRIDGE program?

The BRIDGE program provides nonprofits with the skills, tools and support they need to deliver greater impact through digital. Through webinars, masterclasses, one-to-one support and a thriving community of like-minded nonprofits. BRIDGE is a gateway to getting the most out of digital.

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 two 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 over 20 hours of video content which is ready to watch at a time that suits. 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.

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.

Why should I take part in the program?

The BRIDGE program upskills participating nonprofits enabling them to harness technology as a force for good. The program delivers significant increases in organizational confidence, effectiveness and funds raised.
Skills
What skills will I learn during the program?
The BRIDGE program is filled with opportunities to learn digital and social media skills. The program’s focus is for nonprofits to learn how to build confidences, create engagement and raise funds through storytelling.

Firstly, Lightful helps to establish the foundations of social media and digital before embarking on the strategic application of these skills. Nonprofits learn the importance of storytelling and how to apply and tailor these skills to the different social media platforms. Participants will increase their confidence on social and be able to start planning and running stories. Broader digital skills are then introduced encompassing fundraising, moving your followers through the awareness funnel, creating content and building audiences through paid advertising. Participants will also learn how to measure impact to allow nonprofits to see the return on participants’ time investment.

How does the program help to improve my confidence level?
The BRIDGE program will help you to develop confidence in digital through mastery. During the program you will learn new skills and concepts through a series of live sessions and e-learning videos. Additionally, Lightful will provide hands-on support during this learning process so that you can develop your confidence in applying these skills with the help of an expert at your side.

Tools
What is Lightful Academy?
Our learning platform that gives you access to a suite of e-learning courses, all of which have been created to give you the knowledge to improve your digital marketing and engagement skills. The courses are divided up into four key learning modules (Fundamentals; Storytelling; Fundraising; and Insights)

What is the Lightful Social Platform?
Helps you speed up social media scheduling, increase impact and save time. Charity Digital News rated us the most cost-effective, influential social media management platform for charities

Support
What support will I get?

- 1:1 onboarding
  Meet your dedicated Relationship Manager with an introduction to the platform and learn more about your organization and how we can help
- Quarterly masterclasses
  Focused on digital strategy, championing influencers, storytelling and measuring success
- 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
- 1:1 support
  Up to 4 one-on-one sessions with the experts and your team covering strategic topics such as building personas, storytelling and engaging influencers and ambassadors
- A supportive community of peers
  Share your learnings and ideas with similar nonprofits to build your network during and after the program
Program Impact

The impact of the BRIDGE program can be profound. As seen by previous organizations...

1. Increasing the quantity of giving

   - 64% Increase in total funds raised year on year

2. Increasing the quality of giving

   - 24% Increase in fundraising after attending four or more one-to-ones
   - 3x Increase in social media follower engagement
   - 54% Increase in audience engagement

3. Amplifying positive messaging across social and digital media

   - 25% Increase in confidence in digital skills
   - 2x Increase in audience growth rates