

# UICC Digital Leadership programme curriculum

UICC and Lightful have combined together to develop a capacity building programme that will help to UICC members build confidence in digital strategy development, digital storytelling, digital leadership and digital fundraising, with a focus on creating digital campaigns in the lead up to World Cancer Day in February.

The UICC Digital Leadership programme curriculum is delivered through a variety of formats to accommodate different learning styles. In addition to masterclasses, one-to-one coaching and e-learning courses, Lightful provides downloadable templates and interactive tools that help reinforce learning. Participants are treated as individuals with personalised learning journeys and support every step of the way, with 22+ hours of online learning materials and 16+ contact hours through one-to-ones, digital drop-ins and masterclasses.

Program stage	Objectives	Live sessions
November - Onboarding and goal setting	<ul style="list-style-type: none"> <li>Understand the program and all the relevant platforms</li> <li>Meet delivery team and other participants</li> <li>Set SMART objectives that will guide their learning</li> </ul>	<ul style="list-style-type: none"> <li>Group onboarding</li> <li>Lightful Social Platform &amp; Lightful Academy demo</li> <li>Masterclass: Framework for digital success</li> </ul>
December - Understanding your audience & how to reach them	<ul style="list-style-type: none"> <li>Understand which channels and tools are best for reaching your target audience</li> <li>Develop audience personas that represent different parts of wider target audience</li> </ul>	<ul style="list-style-type: none"> <li>Masterclass: Understanding your audience</li> <li>Digital Drop-in: Live donation page &amp; website review</li> <li>Digital Drop-in: Building donor journeys</li> </ul>
January - Creating digital campaigns	<ul style="list-style-type: none"> <li>Understand which channels best suit your upcoming campaigns and fundraising priorities</li> <li>Understand online fundraising best practices</li> <li>Complete campaign planning template</li> </ul>	<ul style="list-style-type: none"> <li>Masterclass: Campaign planning - learn from the experts</li> <li>Keynote speaker session: World cancer day - learn from the experts</li> <li>Digital drop-in: Social media best practices</li> </ul>
February - Storytelling with impact  Campaign month - World Cancer Day	<ul style="list-style-type: none"> <li>Understand how best to showcase impact through constituent stories</li> <li>Understand how to deliver thought leadership on social media</li> <li>Understand how to counter misinformation through your digital channels</li> <li>Complete comms planning template</li> </ul>	<ul style="list-style-type: none"> <li>Masterclass: Storytelling with impact</li> <li>Digital Drop-in: Ethical storytelling</li> <li>Digital drop-in: Thought leadership through social media</li> <li>Digital Drop-in: Countering misinformation online</li> </ul>
March - Measuring and learning	<ul style="list-style-type: none"> <li>Participants to share feedback February campaigns</li> <li>Understand how to measure success and take learnings forward</li> <li>Participants to create impact reports</li> </ul>	<ul style="list-style-type: none"> <li>Masterclass: Engaging ambassadors (internal &amp; external)</li> <li>Masterclass: Measuring success</li> <li>Networking session: Review year-end campaigns</li> </ul>
April - Programme graduation	<ul style="list-style-type: none"> <li>Recap of key learnings covered over the program</li> <li>Participants receive BRIDGE certificate</li> <li>Participants to present refined digital strategies</li> </ul>	<ul style="list-style-type: none"> <li>Digital Drop-in: a look back at BRIDGE</li> <li>Networking session: channel review</li> </ul>

**Playlist 1 - Fundraising online**

- Fundraising on social media
- Getting to the ask
- Donor stewardship
- Online fundraising best practices
- Maintaining campaign momentum
- Digital fundraising toolkit
- Fundraising on Facebook and Instagram - top tips!
- Data-informed fundraising
- Planning virtual events
- Donation pages - best practice tips
- An introduction to Crypto philanthropy

**Playlist 2 - Growing your online presence**

- Engaging a hard to reach audience
- Engaging and retaining donors
- Digital best practices
- Keeping up with digital trends
- Website best practices
- Creating brand guidelines
- Developing your brand
- Growing your personal network and brand
- Email marketing best practices
- How to start a newsletter
- Digital collaboration
- How to save time
- Internal communications
- Introduction to SEO
- Introduction to digital strategy development
- How to start a charity podcast

**Playlist 3 - Storytelling with impact**

- Introduction to storytelling
- Content 101
- Managing existing content
- Content marketing
- Content marketing ecosystem
- 5 ways to make storytelling more actionable
- Introduction to StoryBuilder
- Showcasing impact through storytelling
- Introduction to digital advocacy

**Playlist 4 - Social media tips and tricks**

- Why social media is useful
- Twitter best practices
- An introduction to Facebook Ads
- Facebook groups best practices
- Facebook pages best practices
- Making the most of Facebook Fundraisers
- Instagram best practices
- LinkedIn best practices
- How to create a social media strategy
- How to create a social media approval process
- TikTok for nonprofits
- Working with influencers

- **Playlist 5 - Using digital tools**
- Free tools for charities
- Introduction to CMS
- Introduction to CRM
- Introduction to content calendars
- Using CRM within your organization
- Digital accessibility
- Video content best practices
- Introduction to Canva

**Playlist 6 - Understanding your audience**

- Introduction to personas
- The awareness journey
- How to move through the awareness journey
- Involving your audience - (user-generated content)
- Use research - persona building

**Playlist 7 - Investing in digital**

- Introduction to paid Ads
- Using paid Ads
- Google Ads
- An introduction to Twitter Ads
- An introduction to Facebook Ads

**Playlist 8 - Measuring impact**

- Introduction to Lightful Analytics
- Introduction to SMART goals
- SMART goals and analytics