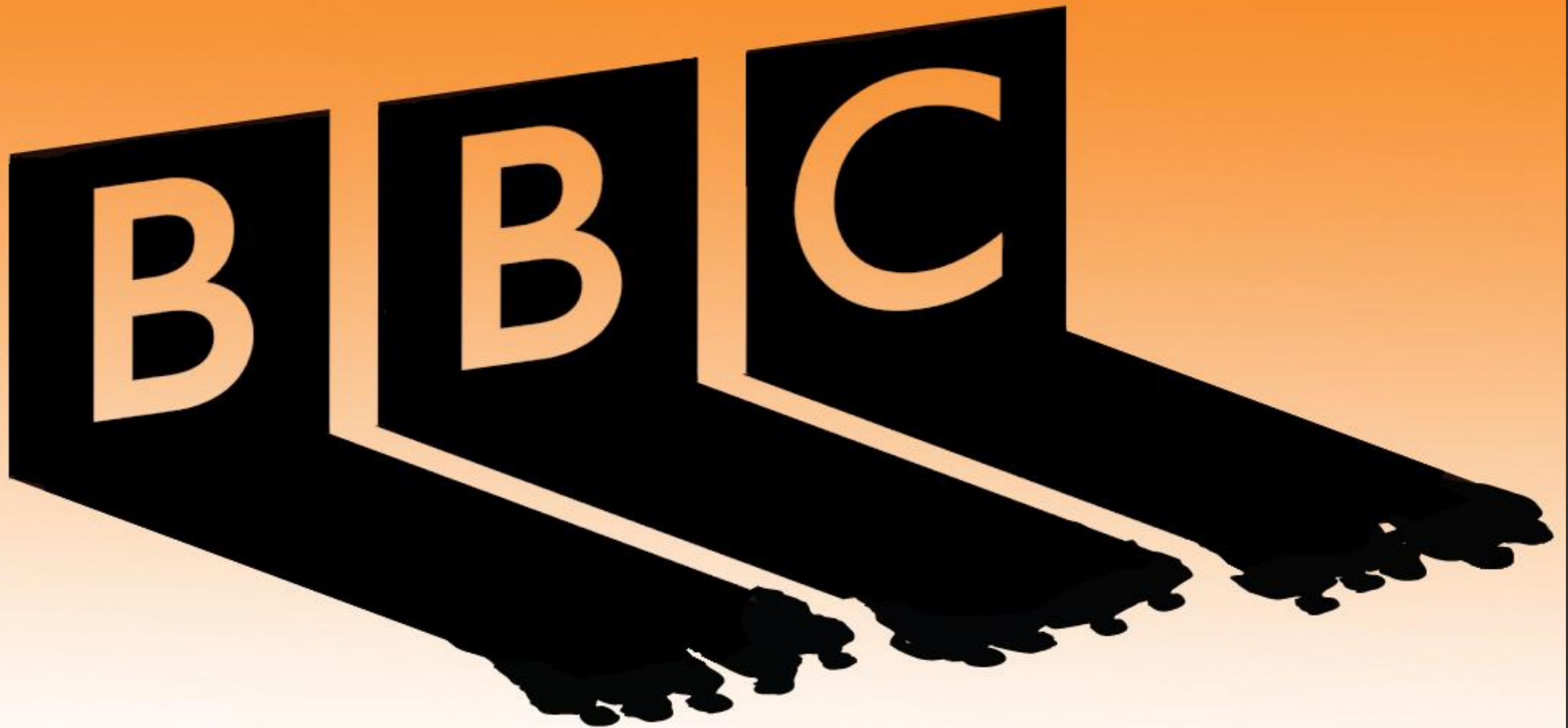




CharityComms Seminar  
10<sup>th</sup> March 2010  
Jim Raymond

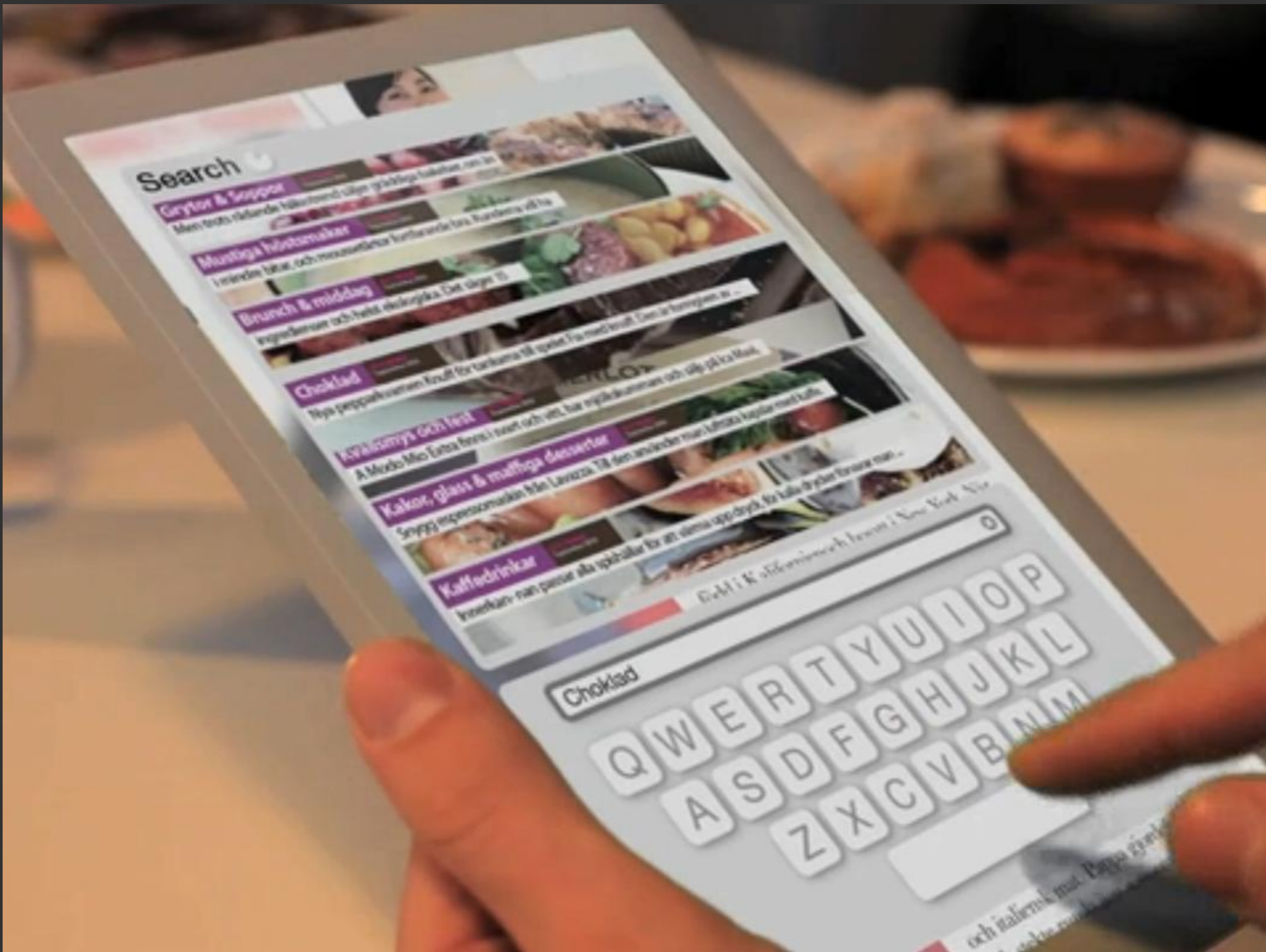






£122 million annual budget





# Search

**Grytor & Soppor**  
Men trots rådande hälsotrend utgår goda grytor och soppor fortfarande utifrån

**Muntiga köttbullar**  
I mindre bitar, och med smetlössor har köttbullarna blivit

**Brunch & middag**  
Fingrätter och helt ekologiska. Det säger U

**Choklad**  
Nya pepparkakor för barnen till spel. En med smulor. En med smulor. En med smulor.

**Kvalitetsmys och fest**  
A Mado Mo. Ena färs i smet och vit, har mjölksocker och söt på kaka.

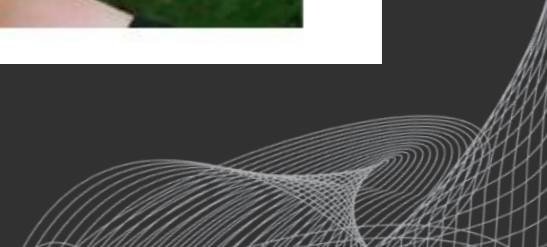
**Kakor, glass & muffins**  
Snygg mjölksmakad Mo Lavozza. Till den används mer kaka än kaka i kaka.

**Kaffedrinkar**  
Korvkar. När passar alla spökbilar för att göra spökbilar för kalla drycker förare med...

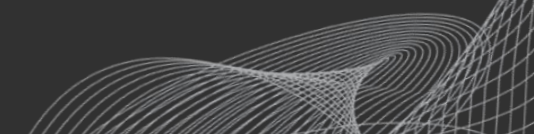
Choklad

Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B N M













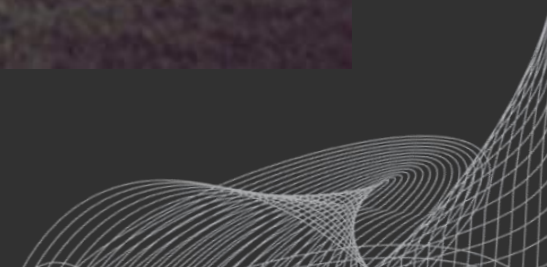
*Would you tell me please,  
which way I ought to go from here?*

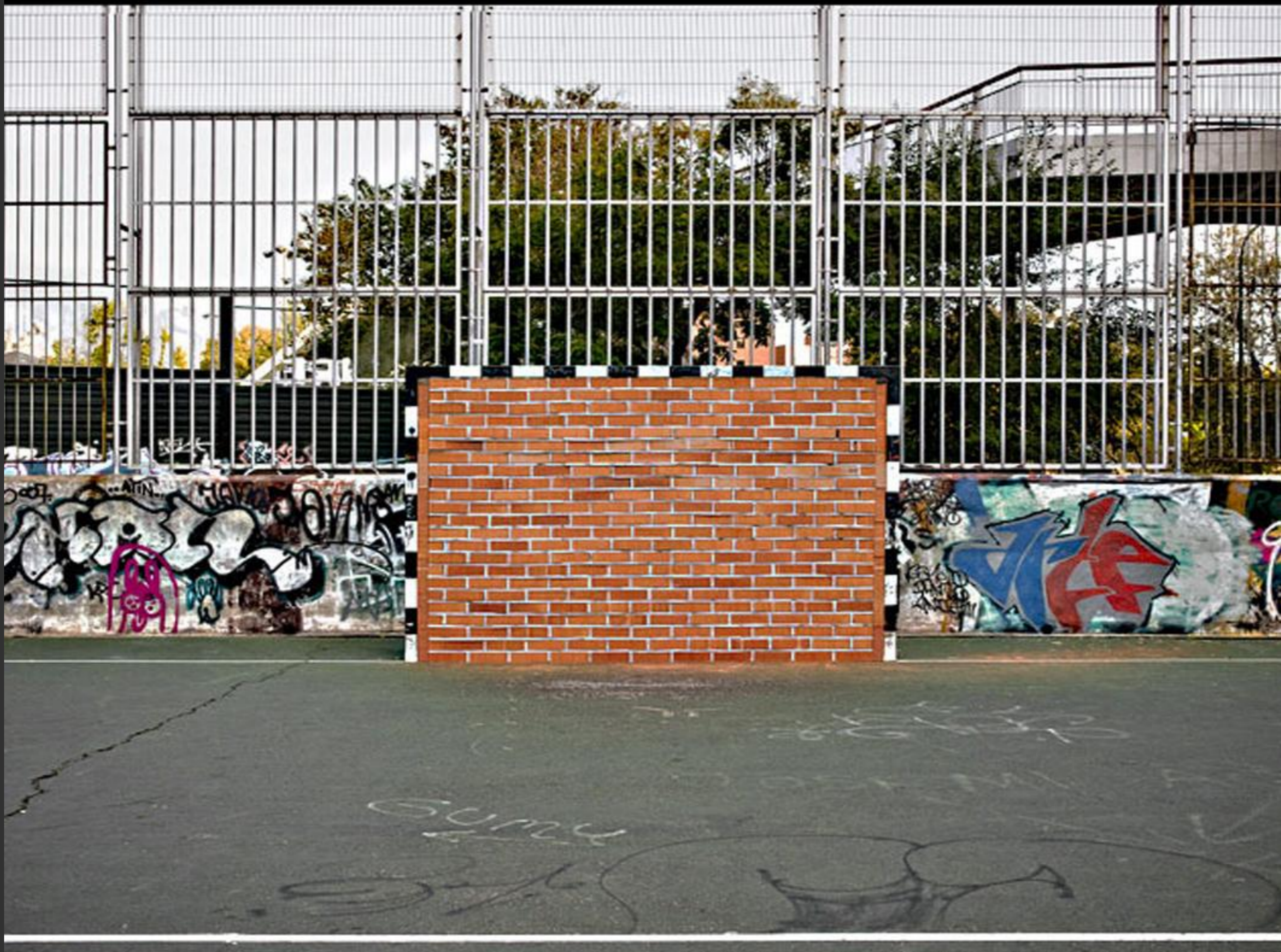
*That depends a good deal upon where you are going.*

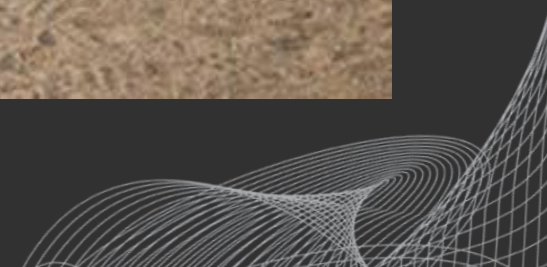
*I don't much care where.*

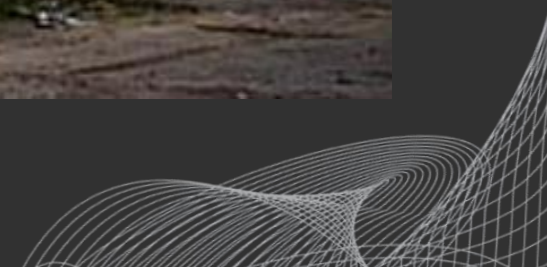
*Then it doesn't much matter which way you go.*

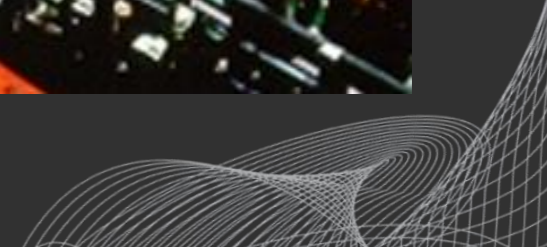
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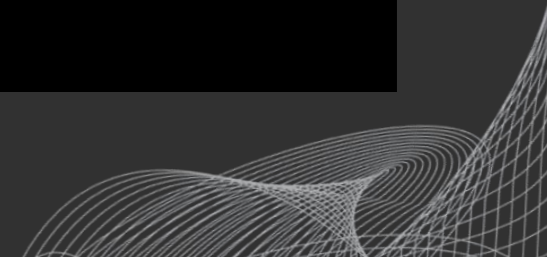








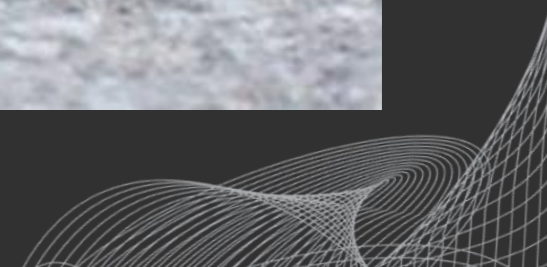


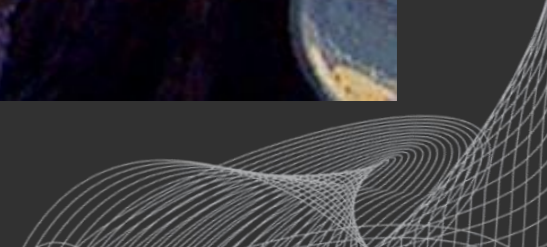




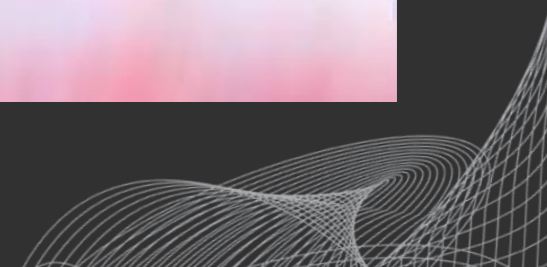












# How many in your digital team?

<b>Size of organisation</b>	<b>FTE staff and volunteers on your website</b>
Less than £1 million	2.6
£1 – 10 million	5
More than £10 million	4.5
Average for all	4.5

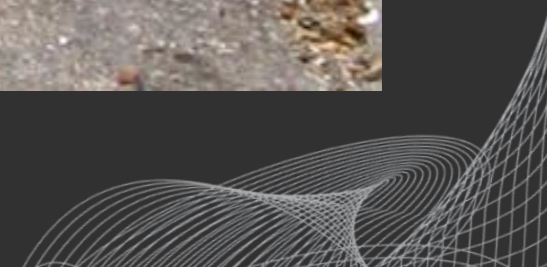
Source nfpSynergy Virtual Promise 2008

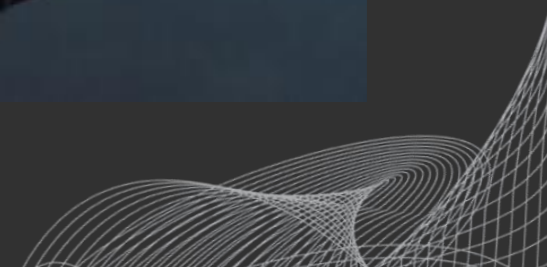
Volunteer

Webmaster

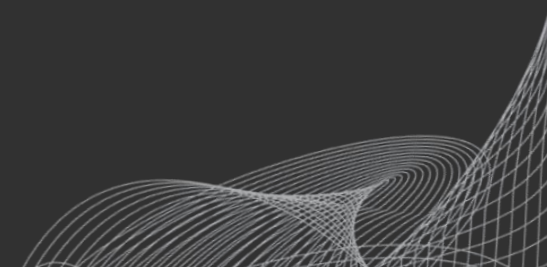
Web editor

Head of  
digital











internal

external

creative

business analyst

technology

fundraising

social media

project management

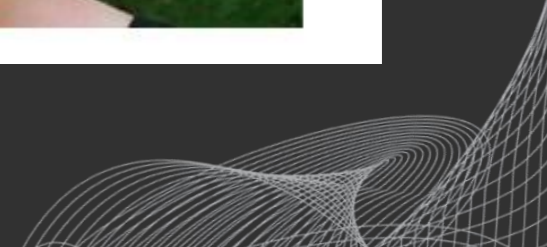
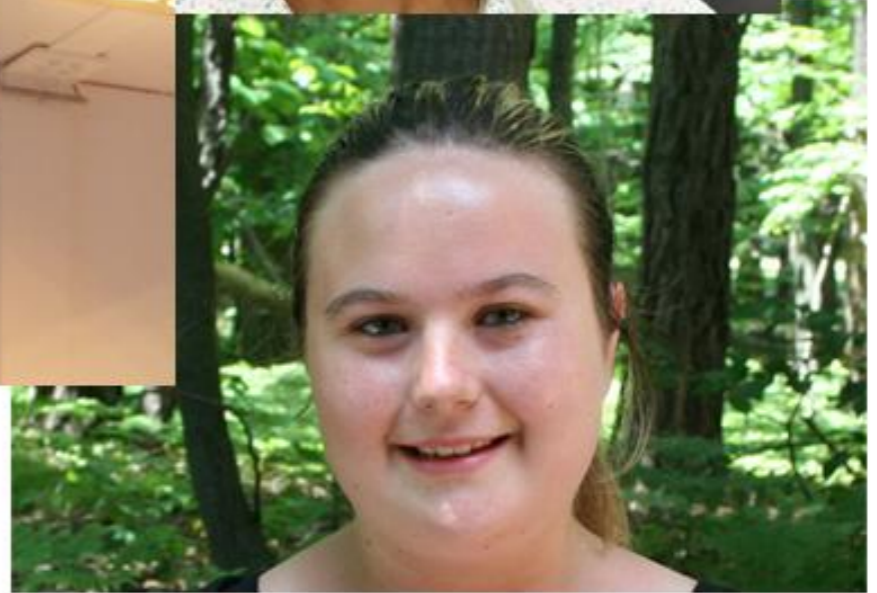
service delivery

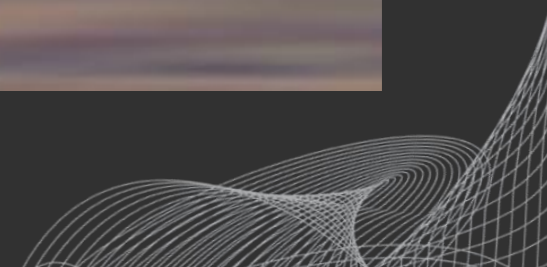
audio / video producer

copy writing

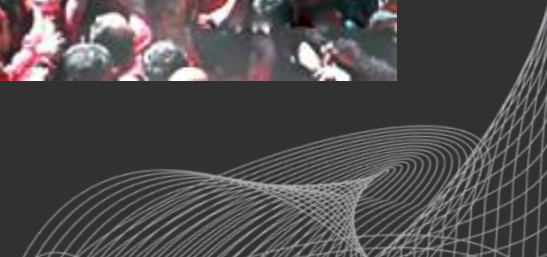
editorial

vision, leadership, strategy and tactics

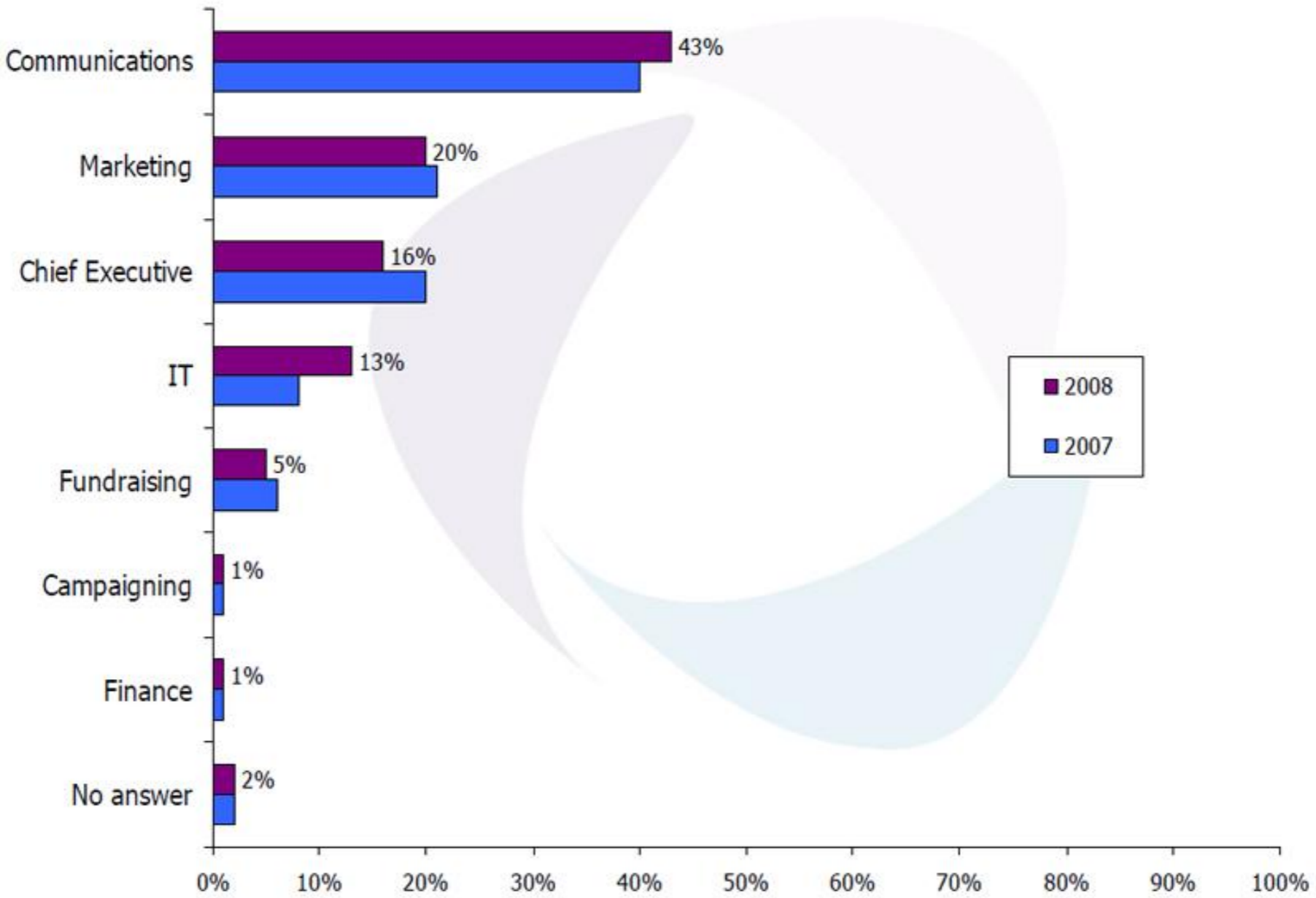








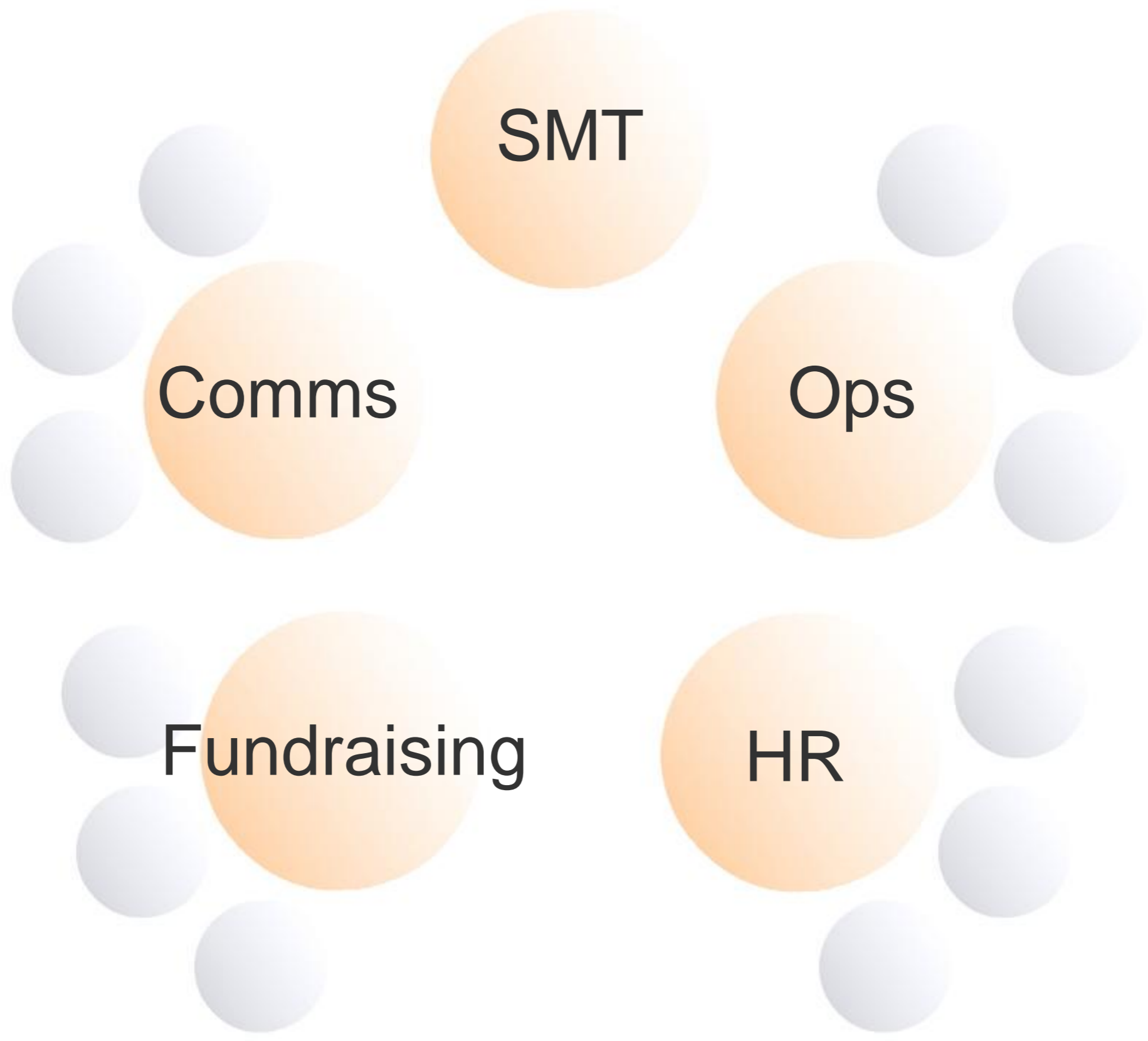
# Who has overall responsibility for your web presence?



Base: 187 organisations, 2008  
Source: Virtual Promise, nfpSynergy







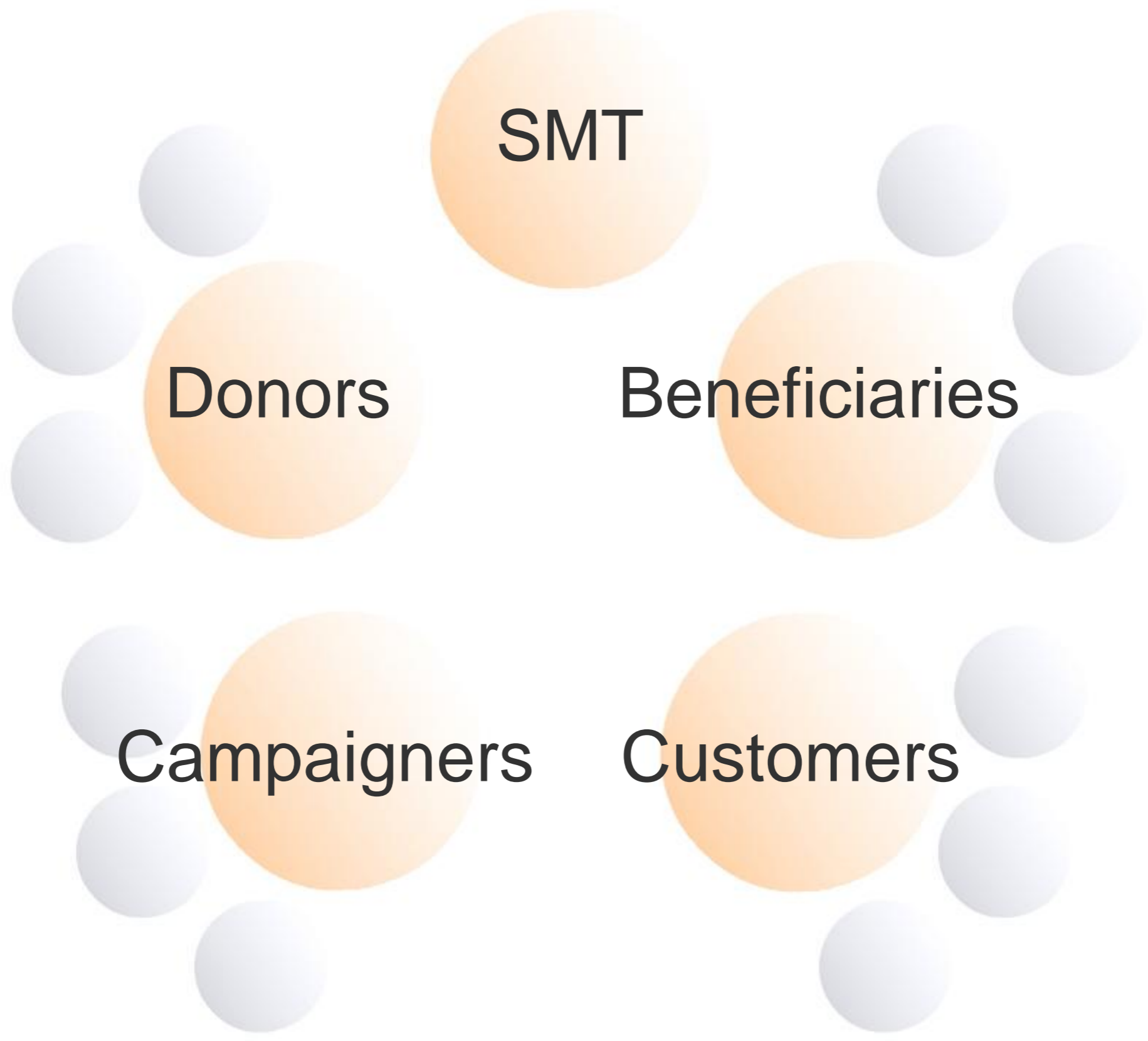
SMT

Content stream 1

Content stream 2

Content stream 3

Content stream 4

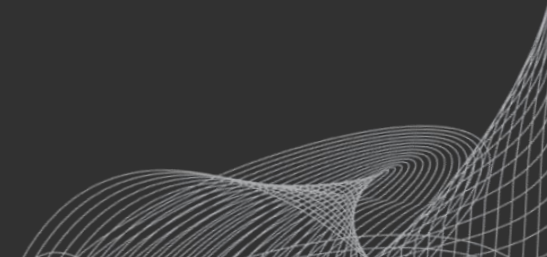


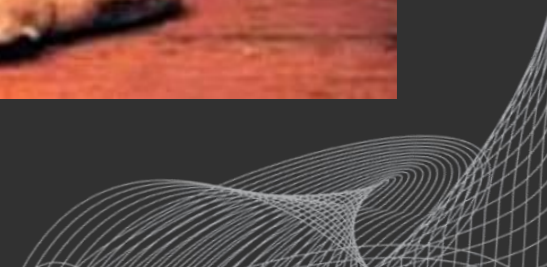
# Digital Teams

Clear strategy and vision

People with the right skills

A good team structure





An abstract graphic composed of numerous thin, light-colored lines that form a complex, flowing, and somewhat chaotic shape. The lines are arranged in a way that suggests movement and depth, resembling a wireframe model of a dynamic object or a digital signal. The overall effect is one of modern, digital complexity.

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