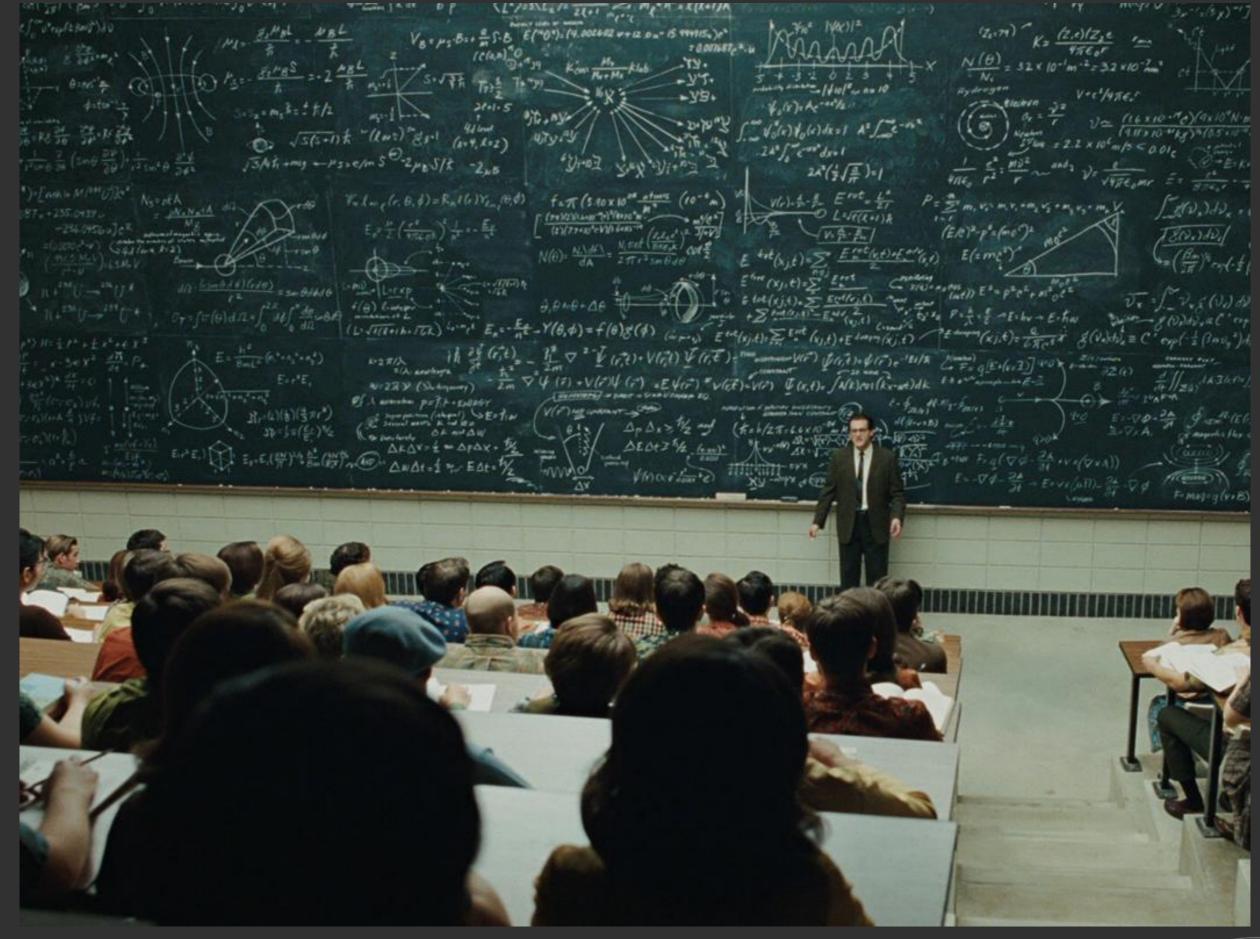


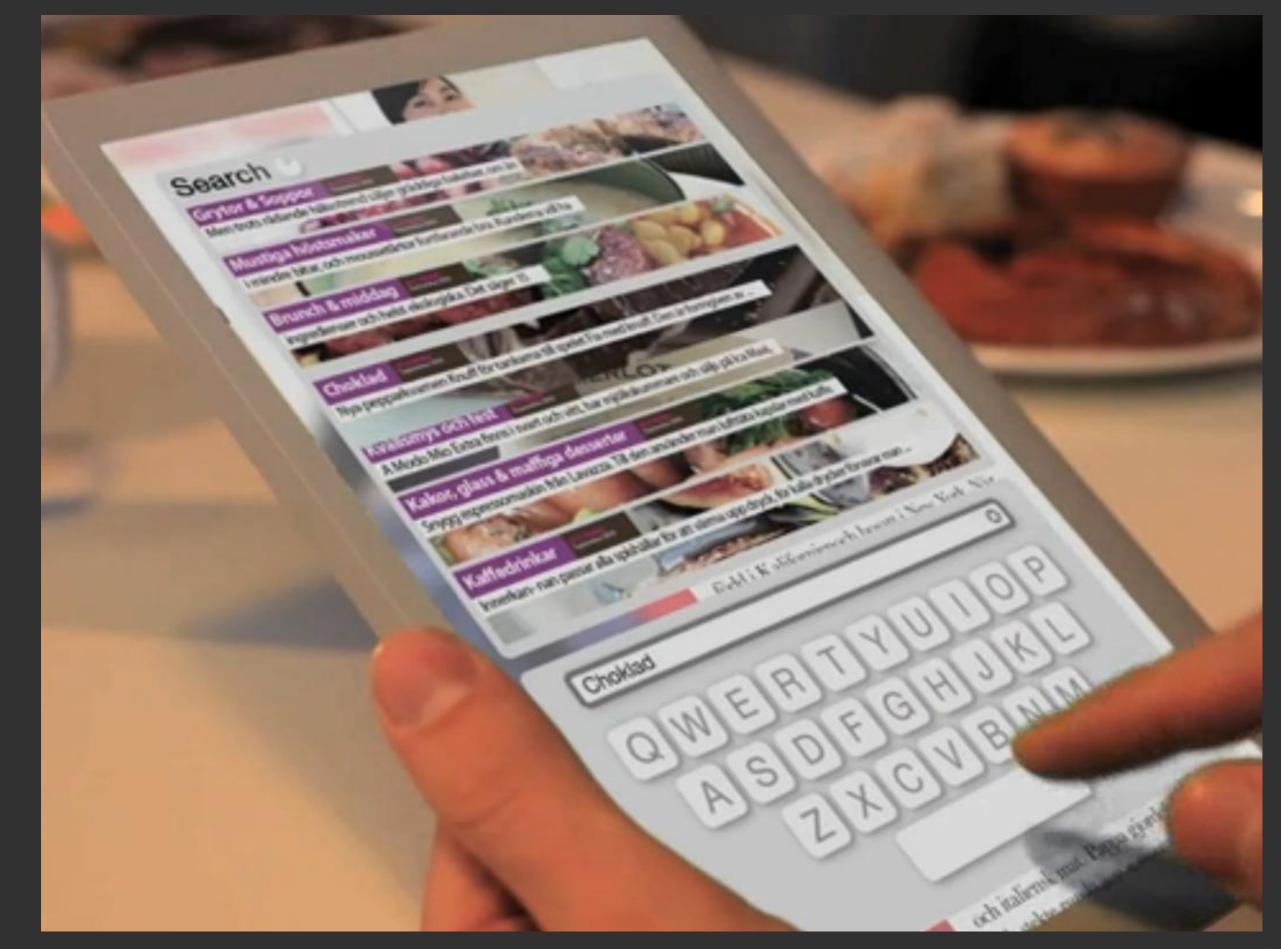
CharityComms Seminar 10th March 2010 Jim Raymond





£122 million annual budget













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

That depends a good deal upon where you are going.

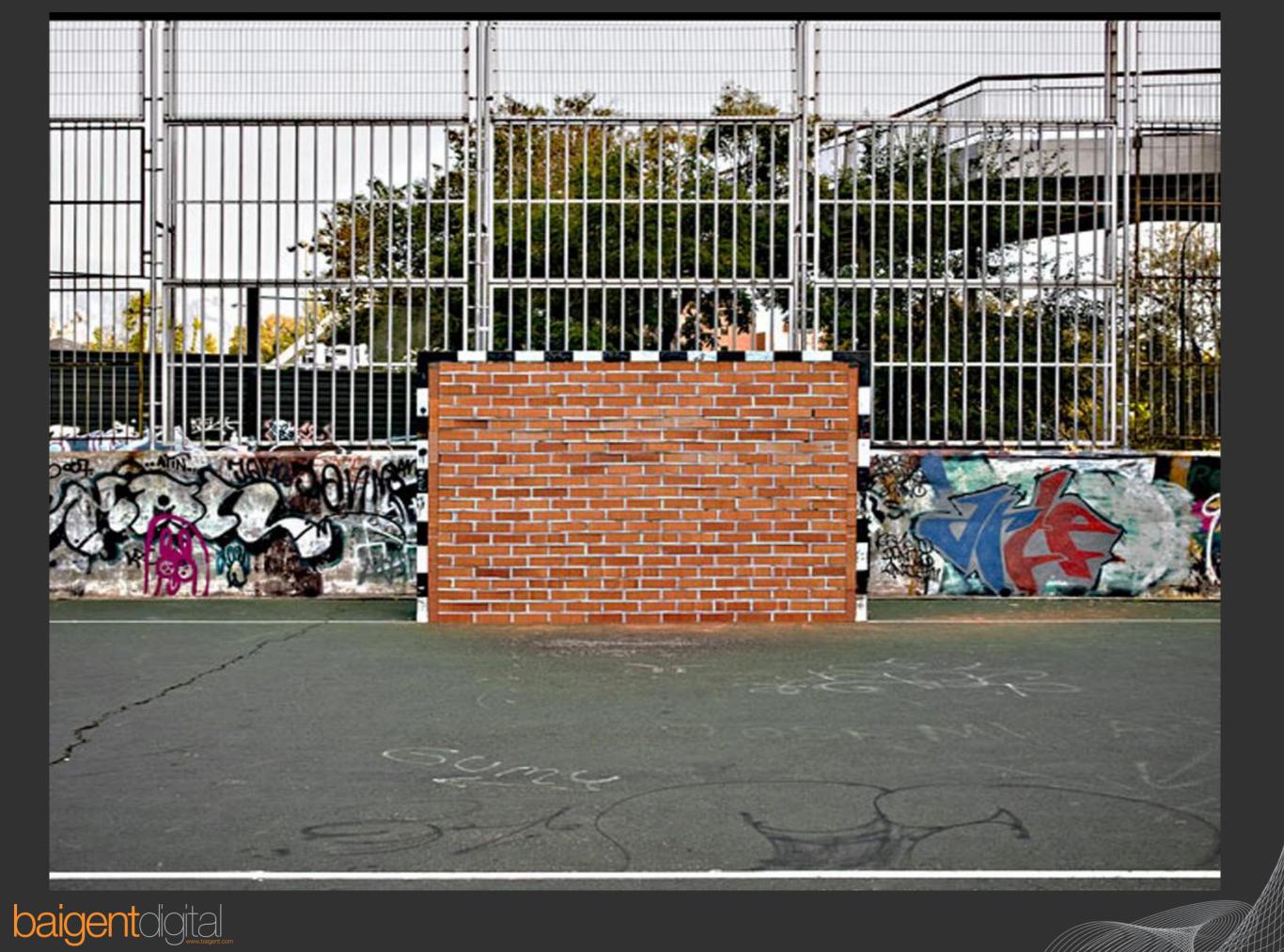
I don't much care where.

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















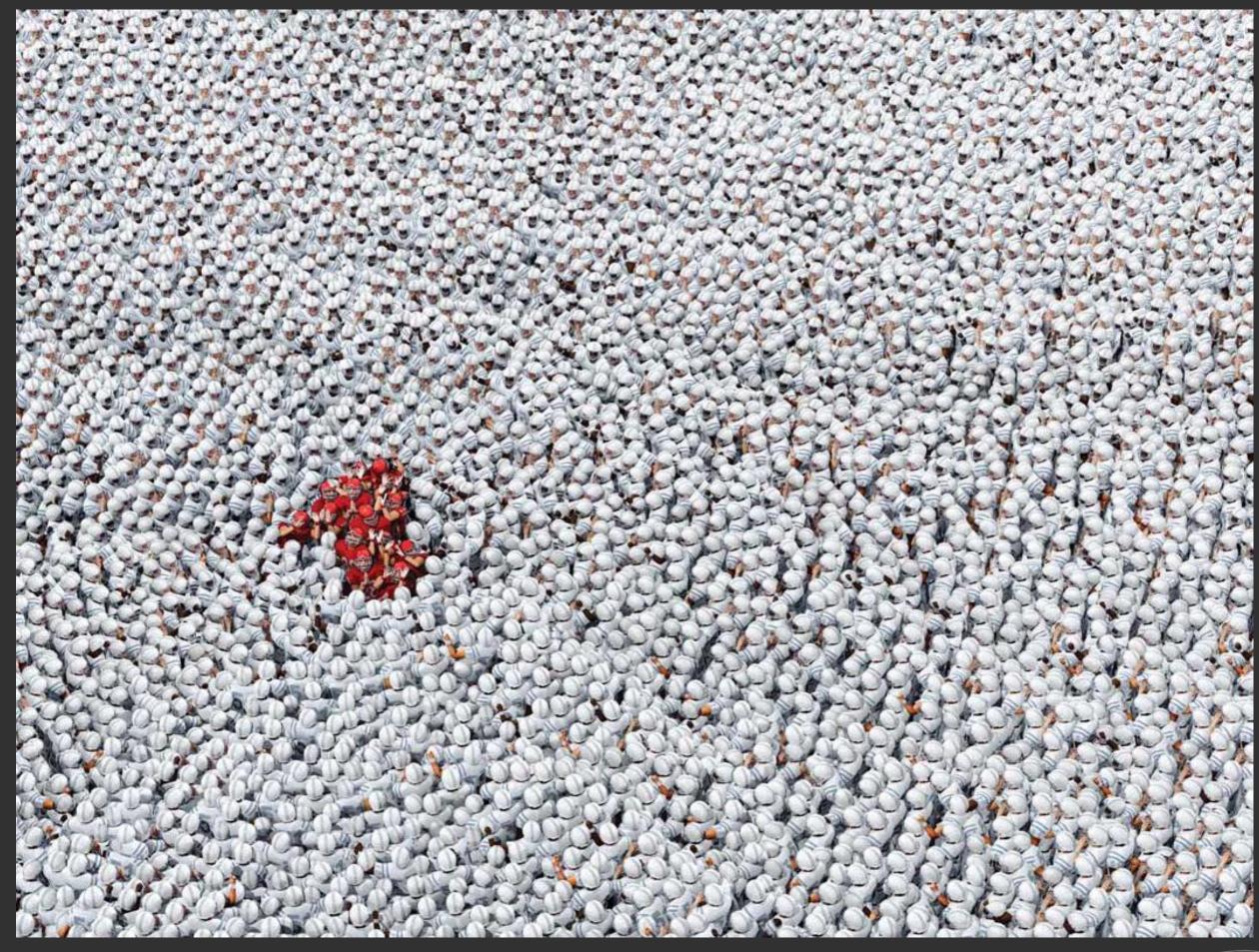












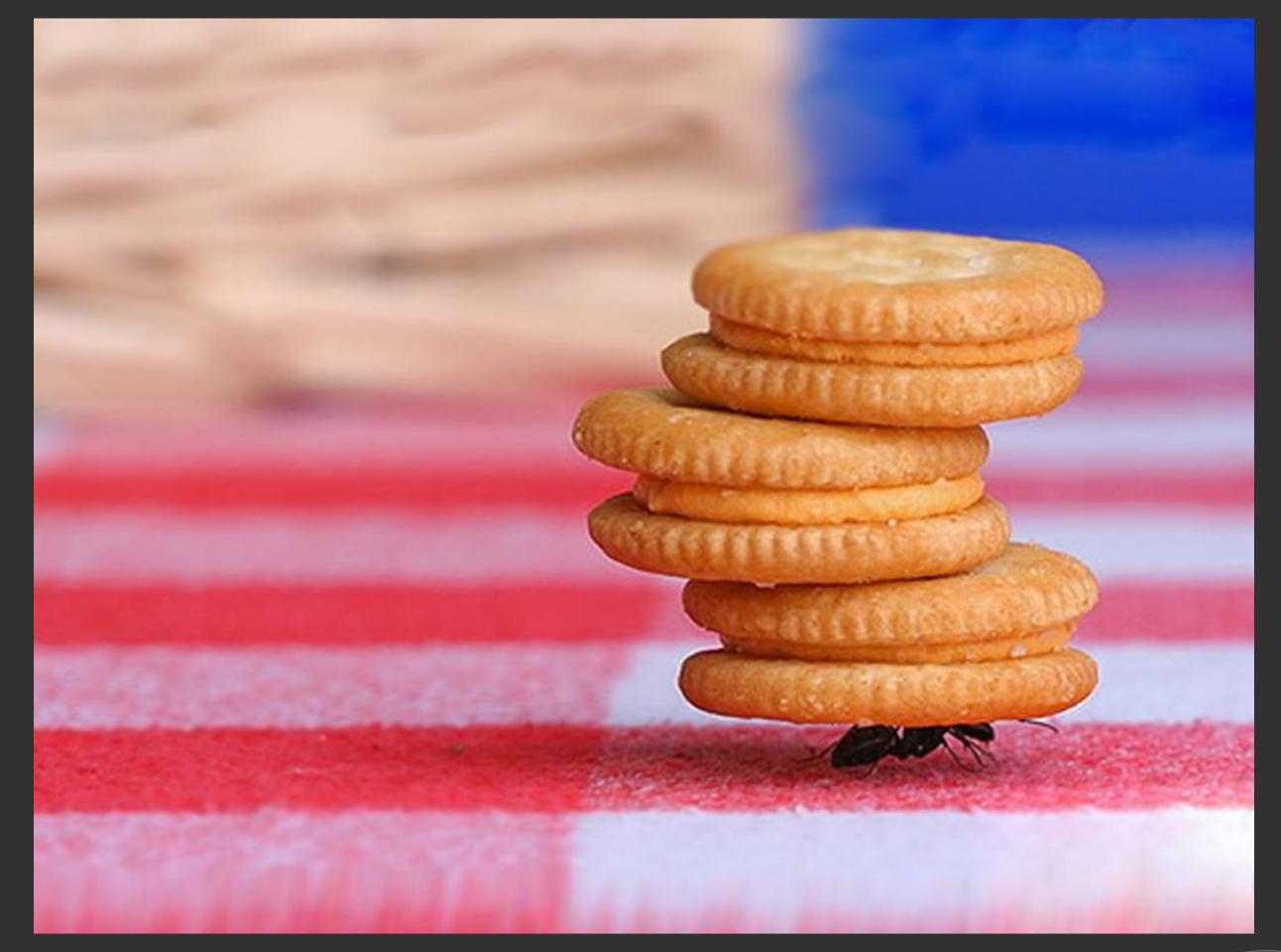














How many in your digital team?

Size of organisation	FTE staff and volunteers on your website		
Less than £1 million	2.6		
£1 – 10 million	5		
More than £10 million	4.5		
Average for all	4.5		
Source nfpSvnergy Virtual Promise 2008			



Webmaster Web editor Volunteer

Head of digital













internal



creative business analyst technology fundraising social media project management service delivery audio / video producer copy writing editorial vision, leadership, strategy and tactics







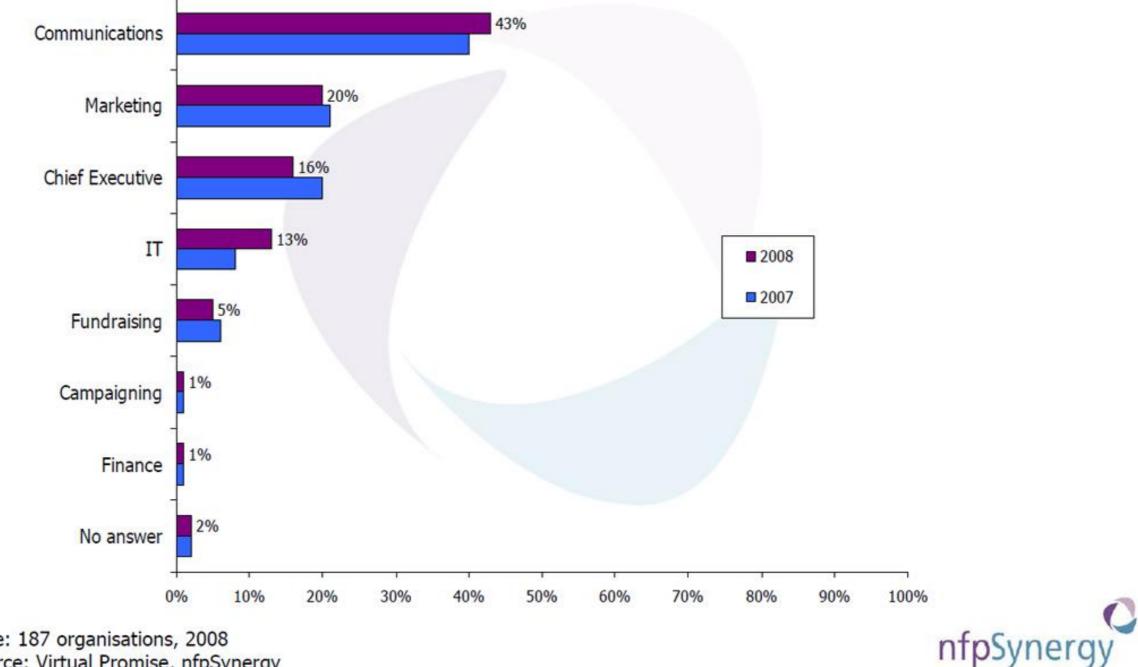








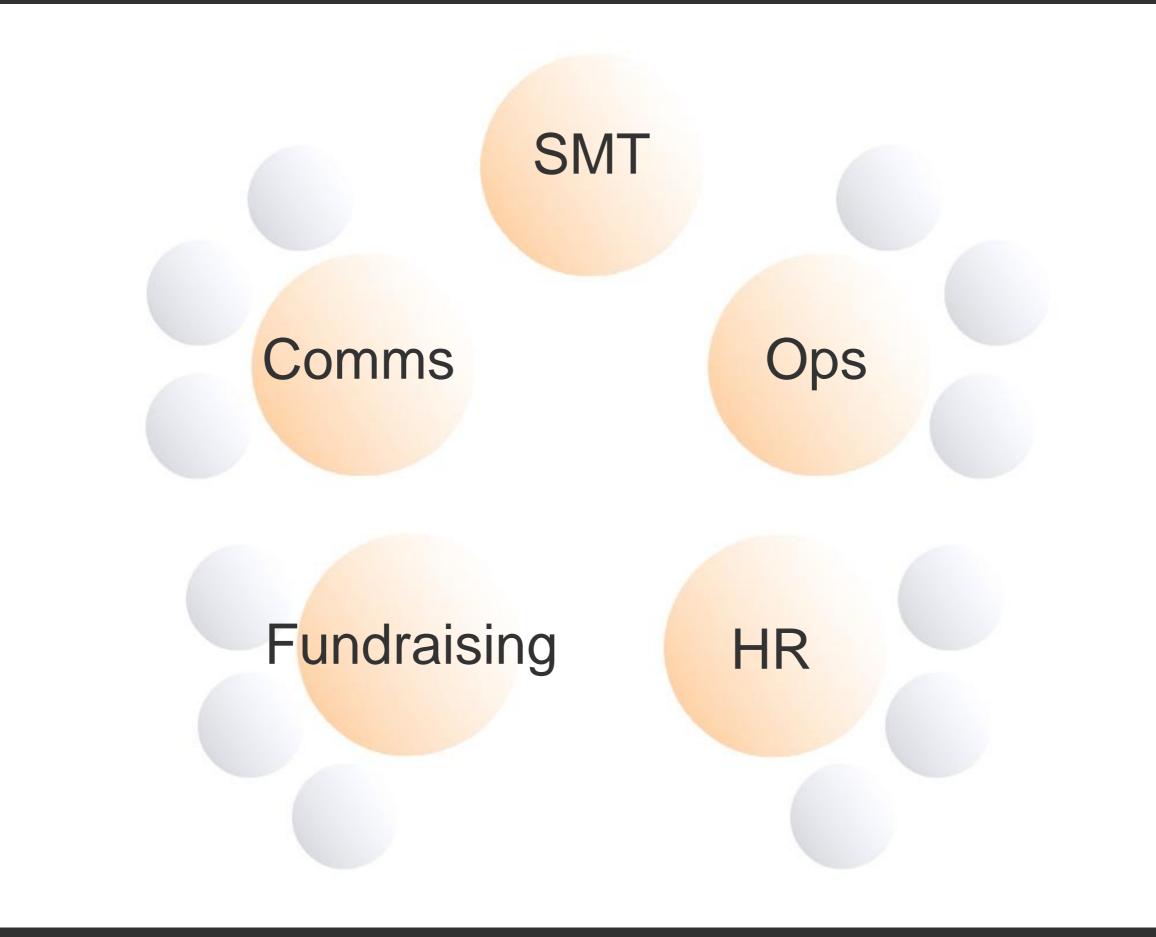
Who has overall responsibility for your web presence?



helping non-profits thrive

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







SMT

Content stream 1 Content stream 2

Content stream 3 Content stream 4



Donors

Beneficiaries

SMT

Campaigners Customers



Digital Teams

Clear strategy and vision

People with the right skills

A good team structure







