# THE CHANGING FACE OF THE DIGITAL SUPPORTER

## Technology solutions for charities

Charities throughout the UK need to increase funding in order to keep up with the ever-increasing demands placed upon them. To achieve this, they must bring in new supporters, drive loyalty with existing supporters, and increase the average donations they receive.

The rapidly changing donation landscape is pushing technology to the forefront of charity operations. How will your charity evolve its digital proposition to engage Generation Y, prepare for Generation Z, and embrace older supporters who are more digitally-enabled than ever?

The introduction of transformational digital technologies will enable your charity to improve supporter experiences and increase funding; achieve better value for money; enhance cyber security and protect data; work better together with agile working practices; and pursue a clear digital transformation agenda. Deliver better support to the causes you serve, and enable your people to meet increasingly complex needs while protecting privacy and maintaining funding through an engaged, digital-savvy supporter base.

## Improve supporter experiences and increase funding

In order to thrive, your charity needs to build a loyal digital tribe of regular supporters – 65% of charities have increased investment in digital engagement in the past five years. Prove your value to members and prospects, and succeed in winning the trust and engagement of supporters and beneficiaries to achieve your mission.

- Make it easier for supporters to make donations with PCI-DSS compliant payment solutions that ensure security and regulatory compliance.
- Prove your value by providing the platform for transformational services that enhance the experiences of your supporters and beneficiaries through cloud platform and data services.
- Enhance the support services you deliver with cloud, SD-WAN connectivity and data solutions that lay the digital foundations that enable you to become more agile, integrate systems, and leverage data more effectively.
- Drive loyalty and engagement with your target community through intelligent managed networks that enable you to turn on data collection points across Wi-Fi, websites, events and venues.

## Achieve better value for money

Funding continues to be a barrier to charities pursuing digital agendas, with 56% of charities reporting funding as a primary concern. Maximise return on cloud investment while increasing brand recognition and public awareness in order to build trust and confidence with supporters

- Get more value from your data, enabling you to centralise and create fundraising revenue, with Microsoft Power BI business analytics.
- Achieve efficiencies by reducing the number of suppliers you work with, enabling you to consolidate services and reduce risk while improving services, by leveraging our fully-integrated, end-to-end service capabilities.
- Minimise costs and reduce your local application server and associated carbon footprint with cloud-hosted desktop compute services delivered in consumption-based models.

## Enhance cyber security and protect data

One in five UK charities have reported suffering a data breach – potentially 37,000 each year. Ensure confidential information is secured throughout your infrastructure, avoiding the financial penalties and significant reputational damage that can result from a data breach.

- Understand your charity's security posture, and create a targeted plan to enhance it, with cyber security maturity benchmarking services.
- Only 29% of those dealing with cyber security in charities are actually trained. Fill skills gaps with consultancy delivered by highly experienced cyber security professionals.
- Data breaches cost charities an average of £10,000. Avoid financial, operational and reputational damage with regular CHECK and CREST accredited penetration tests.
- Keep confidential data safe with secure cloud storage which provides a regulatory compliant hosting platform, mitigating the risk of data breach that could result in financial, operational and reputational damage.

## Work better together with agile working practices

58% of charities want to work with management to increase in investment in digital. Facilitate supporters' digital journeys throughout their interactions with your charity and related agencies.

- Create a strong, loyal and diverse workforce, and make everyone feel like they're part of the same team. Attract the best young talent by offering the application mobility they have come to expect, with hosting services that deliver applications to multiple devices, regardless of location.
- Enable your people to deliver seamless, ubiquitous and frustration-free support services across multiple channels with hosted contact centre solutions.
- Deploy applications that deliver better-connected support services through industry-leading cloud platform and data services. Take vital services directly to where they are most needed and adapt dynamically to fundraising events, whether through smartphone apps, online portals or contact centre facilities, with robust network infrastructure solutions.

## Pursue a clear digital transformation agenda

73% of charities are looking for digital leadership. Pursue a clear, coherent and achievable agenda of digital transformation activities that will introduce efficiencies and support the joined-up delivery of support services.

- Align your hosting platforms to your wider digital transformation agenda with charity-aligned cloud platform and data services that provide foundations for the deployment of transformational applications.
- Migrate local infrastructures away from your operating locations with colocation facilities and public cloud services that provide secure Tier III+ data centres that are aligned to charities' compliance requirements.
- Ensure your charity remains safe and secure throughout digital transformation activities with cyber security and compliance services that minimise the risk of potentially damaging data breaches and cyber-attacks.

**Clients:** PROSTATE CANCER UK · WWF · age UK · christian aid · JRF JOSEPH ROWNTREE FOUNDATION · WaterAid

**Credentials:** PCI Security Standards Council QUALIFIED SECURITY ASSESSOR · CHECK IT Health Check Service · CLAS CESG Listed Adviser Scheme · CREST · ISO 27001 · National Cyber Security Centre · PSN Public Services Network · SGS UKAS

**Frameworks and Memberships:** Socitm Partner 2021 · YPO · Crown Commercial Service Supplier · HM Government G-Cloud Supplier · tech UK

Six Degrees works as a collaborative technology partner to charities making a digital transition. Our teams understand the requirements of UK public sector organisations, and we are dedicated to enabling charities to deliver the best possible services to all of their tenants.

**Speak to our experts today on 0800 012 8060 or visit 6dg.co.uk/charities**