

Module: Digital Skills

Learning Outcomes

By the end of this module, you will be able (per category) to:

- Choose the right digital tools
 - Storytelling tools
 - Storymapping
 - Contact Management tools
- Use Social Media
 - How to choose the medium
 - How to make a successful post in each medium
 - How to measure success
- Website
 - How to keep your organisation's website active and alive
 - Apps: what are their benefits for fundraising?
 - Newsletter and e-mail marketing: how to use them effectively (and respect to GDPR Regulation).
- Online Events & Webinars
 - Toolkit for online events
 - Audience engagement in a digital environment
 - Feedback and "crowdsourcing" ideas
- Effective Online Searching for contacts, Maintaining and developing relations
 - How to search effectively online according to storytelling and funding need