

Digital Leadership *Benchmark* Tool

A quick, practical way to benchmark your digital readiness and plan for the future.



Introduction

Is your charity's digital leadership where it needs to be?

This quick self-assessment will help you understand your organisation's digital maturity and identify priority areas for action.

You'll answer 15 questions across five pillars of digital leadership. For each question, rate your organisation on a scale of 1 (strongly disagree) to 5 (strongly agree).

When you've finished, add up your total score out of 75 to see how you compare and get recommended next steps.

How to Score

- 1: Strongly disagree – this is not in place at all
- 2: Disagree – this is rarely in place
- 3: Neutral – some work has been done, but there's room for improvement
- 4: Agree – this is mostly in place
- 5: Strongly agree – this is fully in place and embedded





Pillar 1: *Leadership and Governance*

Effective digital leadership starts at the top. Trustees and senior leaders set the tone for how digital is prioritised and supported across an organisation. This pillar looks at whether digital is represented at board level, if there is clear accountability, and whether leadership teams are equipped to guide digital decision-making.

Score your organisation:

1.1 Our board regularly reviews our digital strategy and how it supports our organisational goals. *Our score:/5*

1.2 We have a trustee or senior leader responsible for digital and AI readiness. *Our score:/5*

1.3 Digital and AI skills are part of trustee recruitment and ongoing board training. *Our score:/5*

Total:/15

Scoring reminder:

1: Strongly disagree – this is not in place at all | 2: Disagree – this is rarely in place | 3: Neutral – some work has been done, but there's room for improvement

4: Agree – this is mostly in place | 5: Strongly agree – this is fully in place and embedded





Pillar 2: *Strategy and Roadmapping*

A clear strategy connects digital to your charity's mission. This pillar examines whether you have a defined digital vision, prioritise initiatives based on impact and capacity, and use data insights to inform long-term planning. It's about ensuring digital isn't an add-on, but part of your core organisational strategy.

Score your organisation:

2.1 We have a clear, organisation-wide digital strategy linked directly to our mission. *Our score:/5*

2.2 Digital initiatives are prioritised based on impact and organisational capacity. *Our score:/5*

2.3 Data insights are routinely used to inform strategic planning and decision-making. *Our score:/5*

Total:/15

Overall total so far:/30

Scoring reminder:

1: Strongly disagree – this is not in place at all | 2: Disagree – this is rarely in place | 3: Neutral – some work has been done, but there's room for improvement

4: Agree – this is mostly in place | 5: Strongly agree – this is fully in place and embedded





Pillar 3: *Data, AI and Fundraising*

Data and AI are transforming how charities engage supporters and grow income. This pillar assesses whether you manage supporter data effectively, leverage automation or AI for fundraising, and have policies in place to ensure ethical and responsible use of emerging technologies.

Score your organisation:

3.1 We regularly audit supporter and donor data for accuracy, segmentation and compliance. *Our score:/5*

3.2 We use automation or AI to improve fundraising efficiency and personalise donor engagement. *Our score:/5*

3.3 We have an AI policy setting clear principles and boundaries for ethical use. *Our score:/5*

Total:/15

Overall total so far:/45

Scoring reminder:

1: Strongly disagree – this is not in place at all | 2: Disagree – this is rarely in place | 3: Neutral – some work has been done, but there's room for improvement

4: Agree – this is mostly in place | 5: Strongly agree – this is fully in place and embedded





Pillar 4: *Digital Inclusion and Service Innovation*

Digital innovation should work for everyone. This pillar looks at whether your digital services meet accessibility standards, if you involve service users in design, and whether you have initiatives or partnerships to help bridge the digital divide and improve inclusion.

Score your organisation:

4.1 Our digital services and website meet recognised accessibility standards (e.g., WCAG 2.1). *Our score:/5*

4.2 We co-design or consult with service users when creating digital tools or services. *Our score:/5*

4.3 We have partnerships or initiatives that support digital inclusion and help tackle the digital divide. *Our score:/5*

Total:/15

Overall total so far:/60

Scoring reminder:

1: Strongly disagree – this is not in place at all | 2: Disagree – this is rarely in place | 3: Neutral – some work has been done, but there's room for improvement

4: Agree – this is mostly in place | 5: Strongly agree – this is fully in place and embedded





Pillar 5: *Resilience and Operational Efficiency*

Strong digital foundations keep your charity secure and efficient. This pillar measures whether you have robust cybersecurity measures, staff training to reduce risk, and systems or automation that save time and improve operational resilience.

Score your organisation:

5.1 We have an incident response plan in place for digital and cyber security threats. *Our score:/5*

5.2 Staff and volunteers receive regular cybersecurity awareness training. *Our score:/5*

5.3 We automate or digitise repetitive processes to improve operational efficiency. *Our score:/5*

Total:/15

Overall total:/75

Scoring reminder:

1: Strongly disagree – this is not in place at all | 2: Disagree – this is rarely in place | 3: Neutral – some work has been done, but there's room for improvement

4: Agree – this is mostly in place | 5: Strongly agree – this is fully in place and embedded



Scoring and Results

Your score shows where your organisation is on its digital leadership journey and highlights areas for focus and growth.

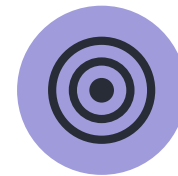


0–30 points
Early Stage

You've made the first step by benchmarking your digital leadership, now you have a clear starting point to build from.

Your charity is at the beginning of its digital leadership journey. There's significant opportunity to strengthen governance, build digital confidence, and embed digital into core strategy.

Next step: Focus on quick wins like board training, setting clear accountability, and defining a digital roadmap.



31–55 points
Developing

You're on your way, with good foundations in place and clear opportunities to strengthen your digital leadership further.

You have some key elements in place, but there are gaps preventing you from fully realising digital opportunities. With targeted improvements, you can build stronger digital leadership and capability.

Next step: Prioritise filling skills gaps, piloting AI-driven initiatives, and strengthening data governance and inclusion practices.



56–75 points
Leading

You're demonstrating strong digital leadership. Now's the time to build on this success and explore even greater innovation.

Your charity demonstrates strong digital leadership and alignment with strategic goals. You are well-placed to scale innovation and explore new opportunities like AI and advanced service design.

Next step: Focus on optimising and innovating, leveraging AI, deepening digital inclusion, and improving resilience.



What's Next?

Your benchmark results are just the start, we're here to help you turn insights into action, offering support in key areas such as:



Tailored digital strategy support

Align your digital initiatives with your mission and long-term goals.



Accessibility and inclusion expertise

Ensure your digital services are accessible to everyone you support.



AI readiness and adoption guidance

Explore how AI can support fundraising and service delivery safely and effectively.



Website and digital security expertise

Build confidence that your organisation is secure and prepared for the unexpected.

We work with charities and ethical organisations, helping them lead with digital, unlock new opportunities, and deliver greater impact.

Contact us today at info@giantdigital.co.uk or visit giantdigital.co.uk to find out how we can support your next step in digital leadership.

