

Digital Readiness Checklist

| | YES | NO | UNSURE | ACTION STEPS |
|--|--------------------------|--------------------------|--------------------------|--------------|
| We have clean data (e.g. names, contact info, giving history etc.) and a functional infrastructure (e.g. database and an ability to analyze data). Without good data it is virtually impossible to execute a digital strategy. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| We have a social media presence on the platforms that make sense for us, and we know how to use each platform properly. There are a variety of platforms out there (Facebook, Instagram, Twitter et al.) and how you engage on each differs depending on their characteristics (Instagram is very visual, Facebook more oriented to sharing information) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| We have people that follow and engage with our social media profiles and we have a strategy and focus to grow our followers over time. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| We create content that is useful, engaging, and that makes sense in the context of the platform. We have a schedule that regularly shares your content on social media platforms without bombarding our followers. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Our website is up-to-date, engaging, modern, and tells our story. We update our website an appropriate amount. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| All our digital engagement tools and content are mobile friendly. One study ¹ reports that 63% of the content we consume is through a mobile device. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| We make asks through our social media platforms and on our website. We also cultivate prospects this way. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| We have digital experts on our team, and we hire people who know and understand digital tools and techniques. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| We have a budget set aside for fueling our digital activities and expertise. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Our leaders are aware that our digital strategy is not a singular aspect of our organization, but is a whole new way of doing business that requires a whole-hearted commitment, some investment, and a long-term view. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

¹ comScore, 2017