## Welcome

## What to expect
- Program core
- Expectations
- Rewards

## Digital toolbox
- Lightful Social Platform
- Lightful Learning

## Terminology buster and who’s who
- Some common terminology
- Who’s who

## Getting set up
- Create your Lightful BRIDGE account
- Start using Lightful Learning
- Attend your group introduction session
- Book your first 1:1

## Course content
- Developing your skills over 6 months

## Upcoming live sessions: save the dates
- The first three months: May - July 2021
- The following three months: August - October 2021

## Good Luck!
Welcome

Congratulations on being selected for the BRIDGE program!

We are delighted to welcome you to be part of the BRIDGE program. IFYC and Lightful are partnering to build trust in vaccines during this time of national emergency. Currently, trust in vaccines among the American people is not sufficiently high enough to build population-wide immunity, particularly in marginalized communities.

Despite the immense promise of vaccines to train the immune system to recognize and combat COVID-19, mistrust and discord challenge their successful rollout and adoption. Lightful designed the BRIDGE program to help you stay ahead of the curve when managing your digital presence, and to equip you with the digital skills, tools and support you need to communicate effectively with your online community.

I’m Pumulo, Relationship Manager Team Lead here at Lightful. I’m here to help you amplify positive messages on vaccines across your social and digital channels and build your capabilities to deliver long term resilience.

Lightful is a leading technology company for social good, based in London, England, and we work with nonprofits all around the World. Connect with us on social media to get extra insights and advice. You can find us on Facebook, Twitter, Instagram and LinkedIn.

The Lightful BRIDGE program, which stands for Building Resilience In Digital Growth and Engagement, helps nonprofits to combine digital skills, support and training over 6 months to respond to emergencies. You have access to Lightful Learning, a blend of live lessons and on-demand e-learning courses on digital engagement, which provide you with tangible outcomes for you to take forward. Plus, you will have the opportunity to implement some of your learnings through the Lightful Social Platform, our award-winning social media management platform. Whether your goal is to grow your digital presence, or to increase your organization’s income through fundraising campaigns, we will help you by providing the learnings and tools to do just that.

The program is supportive of those organizations who have (very) limited digital experience as well as those where digital is central to their approach.

Please read through this Welcome Pack - it has all the key links and topics you need to get started.

Pumulo
What to expect

“BRIDGE enabled us to develop more consistency as we grow our audience and engagement. We’ve clarified guidelines as to what we are posting, when we are posting it, and who we are targeting with our content. In doing so, we’ve increased the number of engagements within our organization and our external audience.”

- Civilians in Conflict, USA
Building trust through digital

The Faith in the Vaccine BRIDGE Program will run for 6 months, teaching you how to think strategically about your digital presence and developing the skills you need to execute effective online campaigns, through various digital channels. Using a range of delivery methods, content, tools and technology, and benefiting from a variety of expert speakers, we will enable you to build back the trust and reassurance needed in vaccines, across interfaith lines, which is so urgently needed to strengthen civic society.

Skills

Develop the core skills you need to communicate effectively on digital. Construct a strategy to help plan, run and analyze vaccine trust campaigns. Benefit from strategic masterclasses on key digital, scientific and social media topics.

- Interactive training delivered by some of the world’s leading nonprofit tech experts, including Lightful’s Senior Advisor, Beth Kanter
- Content includes storytelling tips, framing your message and digital tools to use to equip participants with the skills to build trust on digital

Tools

Enabling you to learn at your own pace in their own way with on-demand video content. Combine the skills you have developed during the program and the understanding of how to implement them through your digital channels

Lightful Learning contains helpful resources as well as an in-depth syllabus about the foundations of digital marketing, storytelling, fundraising and displaying the impact of efforts on these channels

Support

During the program, you will be able to work closely with the Relationship Managers at Lightful. This helps with creating and developing core skills and implementing them.

- Connect with a dedicated Lightful Relationship Manager for up to three one-to-one sessions during the program, where we’ll cover tools, learning, and campaign strategy
- Opportunity to discuss any digital and social campaigns on vaccine trust, unique audience personas, or any content plans being created
Expectations

We had hundreds of applications to the program, and we want you to make the most of your time.

We asked you to commit one to two hours per week to the BRIDGE program for the next 6 months. To get the most out of the program, we ask you to stay true to this.

We ask you and all BRIDGE participants to make the following commitments:

- **Participate in Masterclasses**
  There will be at least five live Masterclass’. We would recommend attending them all, but in case you cannot make it, each session will be recorded and uploaded to Lightful Learning.

- **Drop in to our digital drop-ins**
  Each month there will be a digital drop-in. These will include presentations delivered by your Relationship Manager and time for you to ask questions and get expert support.

- **Complete courses on Lightful Learning**
  Build on what you learn in the Masterclasses and the digital drop-in sessions using the e-learning courses. We recommend that you complete one to two courses per week, for the duration of the program.

- **Do your homework**
  Some masterclasses and e-learning courses may include ‘homework’ to help you put your knowledge and learnings into effect. By investing this time, it will also allow you and your team to see the return of investing your time into this program. It will require no more than one to two hours to complete per week.

- **Grow with your BRIDGE community cohort**
  You will get to know the other nonprofits in this cohort. We'll host networking sessions that give you the opportunity to meet and learn from your fellow participants.

Rewards

We have a number of exclusive rewards for the most engaged participants. The more you do, the more you’ll get out of the program.

- **Direct access to sector experts**

- **Be featured on our blog, social channels, and newsletter which goes out to an established mailing list**

- **Collect badges for completing courses**

- **Content reviews by our team of experts to analyze your presence across your audience-facing digital platforms, and share your strengths and opportunities**

- **And a few more surprises along the way...**
02

Digital toolbox

“We are able to more efficiently schedule posts ahead of time through the Lightful platform. We have also gotten better about regularly reflecting upon social media analytics.”

- Jacksonville Speech & Hearing Center, USA
Lightful Social Platform

Lightful’s Social Platform helps you speed up social scheduling, increase impact and save time.

Plan, create and schedule your social media posts all in one place. With hundreds of awareness days already in your calendar and the ability to add your own, you can get inspiration for content and be more organised.

Use the best time to post tool which uses machine learning to find the best time for you to post to your audience. Get your content to reach more people by using the hashtags best suited to your post thanks to our hashtag generator.

Add media that adds impact, use images from Unsplash and gifs from Giphy alongside the powerful images you already use within your organization. Gather and store all of your media in one central location with unlimited storage.

Lightful Learning

All learning materials, including recordings of all Masterclasses, homework assignments, the e-learning courses and helpful ‘how-to’ documents will be accessible on Lightful Learning.

Remember you need to sign up to the Lightful Social Platform first to gain access to Lightful Learning. Content will be available on Lightful Learning from May 10th, and will be updated after each live session with new content and helpful documents.

You can access the e-learning playlists on Lightful Learning at any time by visiting the BRIDGE Hub in the Lightful Social Platform or by visiting Lightful Learning once you have created your account.
03
Terminology buster and who’s who

“I want you to know how much I’ve enjoyed the Lightful program. It has really motivated me to learn more about digital engagement. I am grateful that I have two more days of our campaign and the rest of the month of December to implement more of the strategies.”

- Blue Ridge School, USA
Some common terminology

**BRIDGE:** Building Resilience In Digital Growth and Engagement

**Bright Spark:** A participant organization who has demonstrated growth and success

**Charity:** A registered cause. We use the term interchangeably with nonprofit

**Course:** A collection of learning content about a specific topic on Lightful Learning

**Lesson:** A video, quiz, survey or piece of content that forms part of a Lightful Learning course

**Lightful Learning:** The e-learning platform, where you can access BRIDGE content at any time

**Lightful Social Platform:** The social media management platform where you can create and publish posts and campaigns to Twitter, Facebook and LinkedIn

**Module:** A collection of courses on Lightful Learning

**Nonprofit:** A registered cause. We use the term interchangeably with charity

**Participants:** The organizations participating in the BRIDGE program

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Who’s who

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**Lightful**
A technology company for social good which supports charities and beyond profits to get the most out of technology

**IFYC**
IFYC is a national nonprofit working towards an America where people of different faiths, worldviews, and traditions can bridge differences and find common values to build a shared life together.
04

Getting set up

“Thank you again for the wonderful opportunities and the support you provided during this end of year giving season. It made a tremendous difference to us - especially in this challenging season.”

- Diocese of Virginia, USA
Create your Lightful BRIDGE account

Please follow these steps to ensure you and your organization get full access to the BRIDGE program, including the Lightful Social Platform, Lightful Learning and all the other resources we offer.

1. **Step 1**
   - Create your account using [this link](#). Add in details about you and your organization. Enter the code **IFYC-21** into the cohort code field to ensure you have access to the right learning content.

2. **Step 2**
   - Navigate to Lightful Learning by clicking the button in the top right corner of the BRIDGE Hub.

**Using the Lightful Social Platform & Lightful Learning**

Once you have made it to the BRIDGE hub, you’ll see two key videos spotlighted to watch, **Introduction to the Lightful Social Platform** and **Introduction to Lightful Learning**.

Watch these to get an overview of how to make use of these platforms.
Start using Lightful Learning

Below is the Lightful Learning homepage, where you can find all our e-learning content and recordings of past live sessions. Here’s how you navigate it.

1. The menu button in the top left corner is where you can navigate to specific pages, for example all your currently available e-learning playlists and webinar recordings.
2. This section shows our featured courses, which is a great place to start!
3. These are the courses you’ve already made progress on
4. Here you’ll see the most recently uploaded webinar recordings. We post recordings of all our live sessions on Lightful Learning, so you don’t need to worry if you can’t make one!
05 Course content

“BRIDGE has changed my mindset on the importance of digital planning and focus.”

-Education Through Music, USA
Developing your skills, over 6 months

These elearning playlists will build your confidence in using digital channels to communicate with your audiences. You will gain an understanding of how they can use social media to effectively reach people within your communities and counter vaccine disinformation and importantly, spread positive messages around vaccine uptake.

1. Digital Communications - the basics
   - Intro to digital communications
   - Why social media is useful
   - Creating a social media strategy
   - Free communications tools to consider
   - Social media best practices
   - Website best practices
   - Email best practices
   - Creating a content calendar
   - Spotting & countering misinformation

2. Storytelling through digital
   - Intro to storytelling
   - Showcasing impact through storytelling
   - 5 ways to make storytelling more actionable
   - Developing your brand
   - Content marketing
   - Content 101
   - Creating infographics
   - Campaign planning 101
   - Maintaining campaign momentum
   - Getting to the ask

3. Understanding your audience
   - Intro to personas
   - Persona building
   - Engaging hard to reach audience
   - Increasing audience size
   - Growing your personal network & brand
   - Audience research 101

4. Measuring your success
   - Intro to SMART goals
   - Intro to analytics
   - Measuring success
   - Awareness journey
   - Reviewing a campaign
06

Upcoming live sessions: Save the dates

“The best thing is the Masterclasses and 1:1 meetings. It gives me a chance to really pick the BRIDGE leadership team’s brains with problems we are having. The biggest change we’ve made so far is creating a communications strategy and using the confirmation/education from Lightful to fuel that.”

- Attack Poverty, USA
MONTHS 1–3

**May - July 2021**

We'll send you invites for each webinar beforehand so keep an eye out for those in your inbox, and make sure you add them to your calendar. This calendar is mainly to give you an idea of the topics we’ll be covering in our live sessions - the times and dates below are subject to change (and some are yet to be confirmed), but we will let you know with ample time to ensure you and your team can still attend.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>May 10th</strong></td>
<td><strong>Group Onboarding</strong></td>
<td>Attend this group introductory session to find out what BRIDGE is all about. This session gives you and your team a chance to hear more about the program and the digital tools available to you, as well as an opportunity to get to know some of your fellow participants.</td>
</tr>
<tr>
<td>4pm BST</td>
<td></td>
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<tr>
<td><strong>Weeks Commencing</strong></td>
<td><strong>1:1 onboarding session</strong></td>
<td>Book an onboarding session with your Relationship Manager. This session is a chance for us to get to know a bit more about you and your organization, and for you to set some initial goals and objectives.</td>
</tr>
<tr>
<td>17th &amp; 24th</td>
<td></td>
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<tr>
<td><strong>June 2nd</strong></td>
<td><strong>Digital drop-in:</strong> <strong>Digital Content tips &amp; trips</strong></td>
<td>We’re excited to welcome the experts at Facebook to host this session and share their social media best practices. From Facebook Giving tools to running campaigns, this session will inspire you to take your social content to the next level!</td>
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<tr>
<td><strong>June 10th</strong></td>
<td><strong>Masterclass:</strong> <strong>Vaccine facts</strong></td>
<td>London School of Hygiene &amp; Tropical Medicine will join us to share the most up-to-date information about the various vaccines and their roll-out so you can better inform your community.</td>
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<tr>
<td><strong>June 22nd</strong></td>
<td><strong>Masterclass:</strong> <strong>Campaign Planning</strong></td>
<td>Understand what is needed to run an effective awareness campaign. From social media content, to email marketing plans, get expert advice on how you can ensure campaign success.</td>
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<tr>
<td><strong>July 6th</strong></td>
<td><strong>Digital drop-in:</strong> <strong>Personas and engaging hard to reach audience</strong></td>
<td>In this session we’ll help you identify your target audience and explain how using personas will bring your digital content to life. Tune in to better understand how to communicate effectively with your community!</td>
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<td>4pm BST</td>
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<tr>
<td><strong>July 20th</strong></td>
<td><strong>Masterclass:</strong> <strong>Understanding misinformation and how to combat it</strong></td>
<td>With so much information about COVID-19 and the vaccines online, how can you tell what is reliable? In this session we’ll share top tips on how to spot misinformation, and how to ensure you are sharing the best and most relevant content with your community.</td>
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<td>August 10th</td>
<td>Networking session</td>
<td>Now that you’re halfway through the programme, it’s time to network with fellow organisations taking part! These interactive sessions are a great way to learn from one another, share ideas and connect with the wider BRIDGE community.</td>
</tr>
<tr>
<td>August 24th</td>
<td>Masterclass: Storytelling with impact &amp; sharing scientific information</td>
<td>Breaking through the noise online can be difficult, especially when you have such important information to share. In this session you’ll learn how to harness the power of digital to tell compelling stories which will move and inspire your community.</td>
</tr>
<tr>
<td>September 7th</td>
<td>Digital drop-in: How to build community engagement</td>
<td>How can you engage community champions to advocate on your behalf? This session will focus on building your tribe, both online and offline, to help further spread your message to a wider audience.</td>
</tr>
<tr>
<td>September 23rd</td>
<td>Digital drop-in: Social media management &amp; dealing with negativity online</td>
<td>This session will explore various ways you can keep on track of your social media content, including tips on dealing with negativity online.</td>
</tr>
<tr>
<td>October 5th</td>
<td>Masterclass: Measuring campaign success with analytics</td>
<td>What makes a successful campaign? How can you track your progress? This masterclass will run through the key data you should be analysing to better understand your campaign’s performance, and influence future digital campaigns.</td>
</tr>
<tr>
<td>October 21st</td>
<td>Digital drop-in: Planning a Giving Tuesday Campaign</td>
<td>Giving Tuesday is the biggest single day for giving in the nonprofit sector. Now that you have the knowledge and skills to run an effective digital campaign, why not join the Giving Tuesday community and raise some funds for your organisation?</td>
</tr>
<tr>
<td>November 2nd</td>
<td>Networking Session</td>
<td>In this session we will come together to share campaign updates and key insights from the past few months. As always, the Lightful team will be available to answer any questions you might have.</td>
</tr>
<tr>
<td>November 10th</td>
<td>BRIDGE is over, what next?</td>
<td>Let’s take a look back at your BRIDGE journey. The team will recap key learnings and spotlight some of your incredible campaigns! Plus, we’ll be sharing tips on how you can continue your digital resilience beyond BRIDGE and into the future.</td>
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07

Good Luck!

“Digital engagement is more important than ever. BRIDGE has helped us move the digital component forward more quickly.”

- Latin American Youth Centre, USA
Congratulations and thank you for being a part of the BRIDGE program created in partnership with IFYC.

We are delighted to have you onboard and look forward to working with you over the next 6 months and beyond. At this challenging time, we remain hopeful as to what the next weeks and months will bring.

If you have any questions or need support on anything to do with the BRIDGE program, please do email me at pumulo@lightful.com.

Best wishes,

Pumulo