PRIMATE





Our clients



















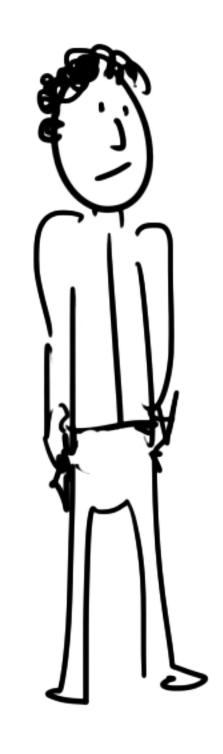




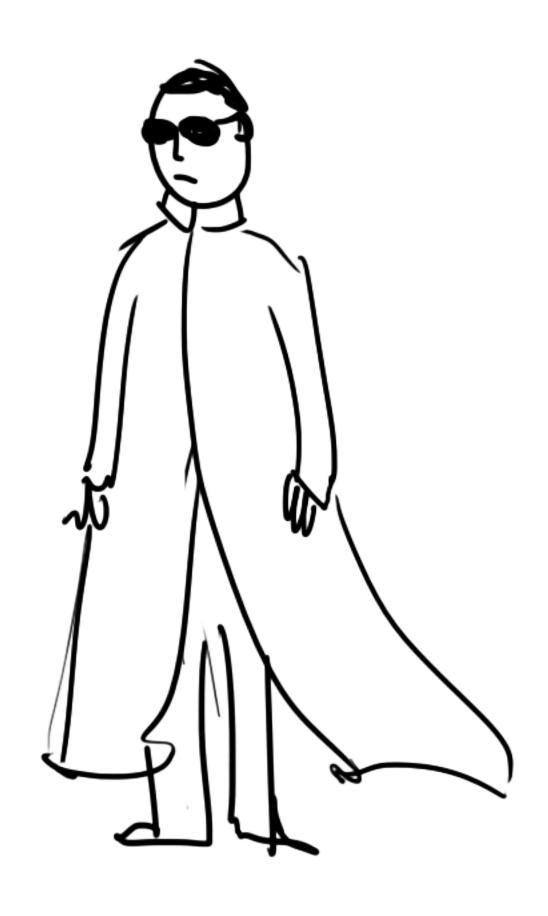


Digital Transformation Agency

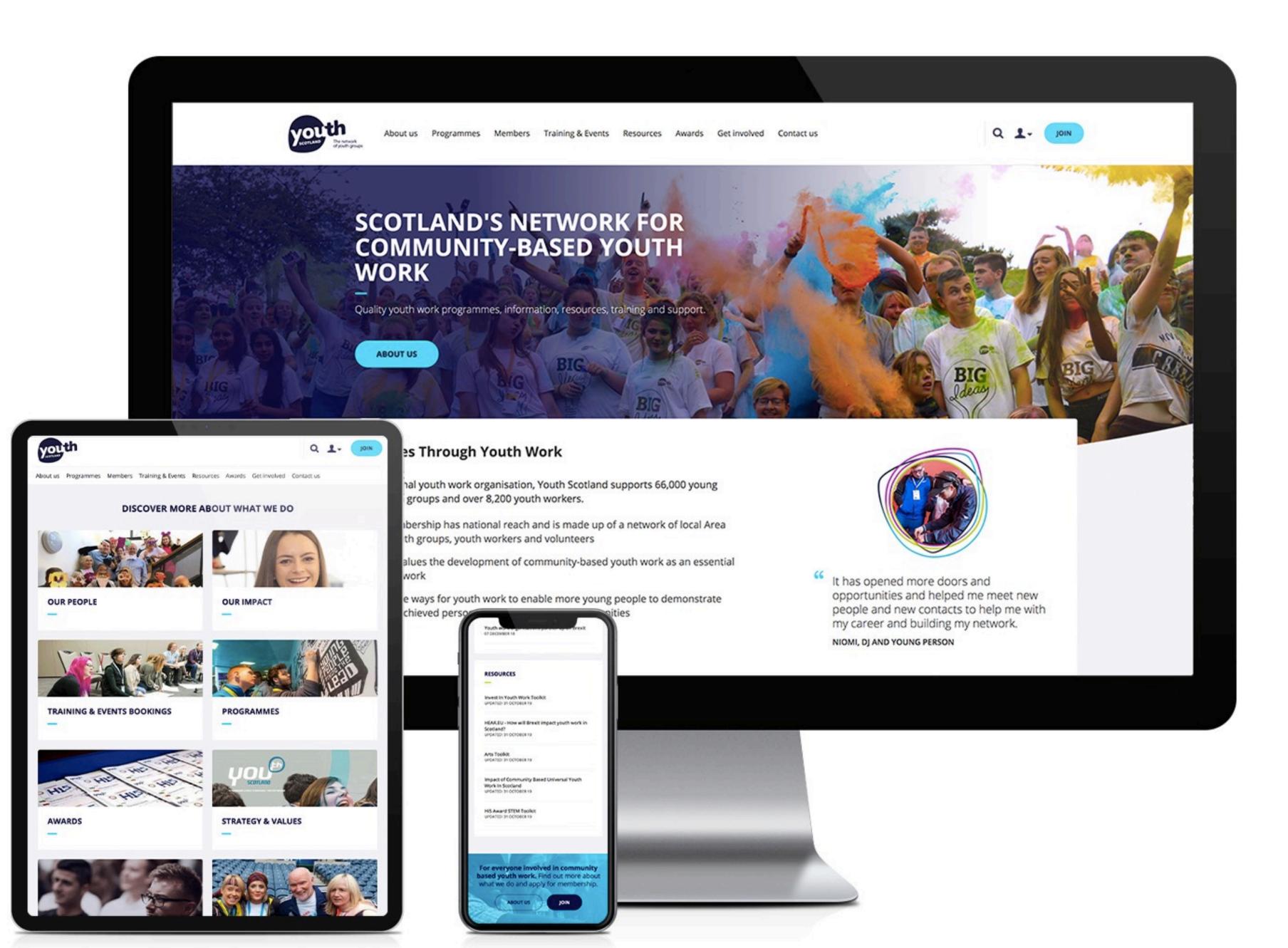
BEFORE

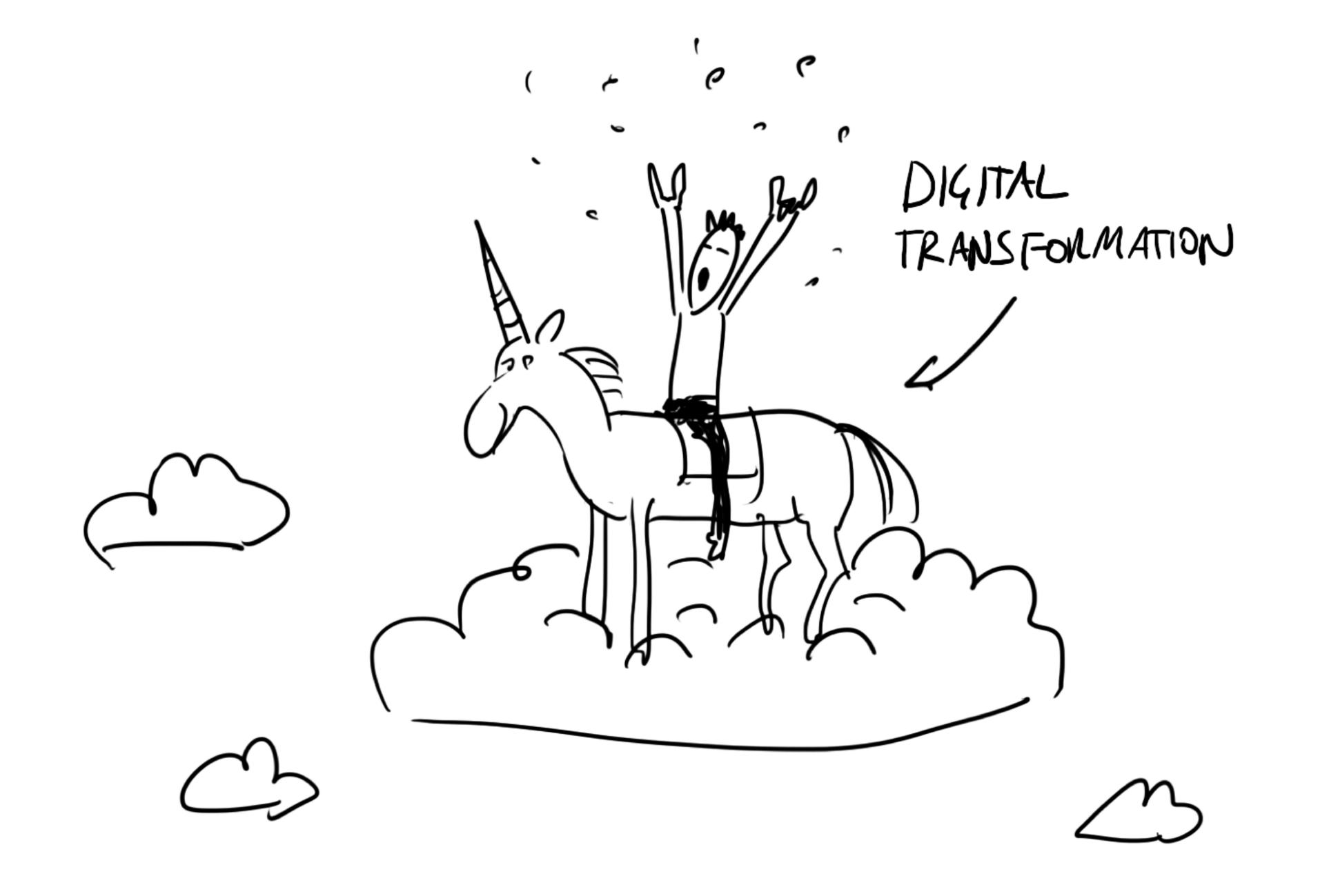


AFTER



Ewan McCowen





"The use of new, fast changing digital technology to solve problems"

UK is currently only operating at 17% of its digital potential

UK digital economy is worth £145 billion a year

Average UK person transacts £1,500 online each year

Online giving in the UK increased by 5.5% in 2018

8.5% of overall fundraising revenue, excluding grants, was raised online in 2018

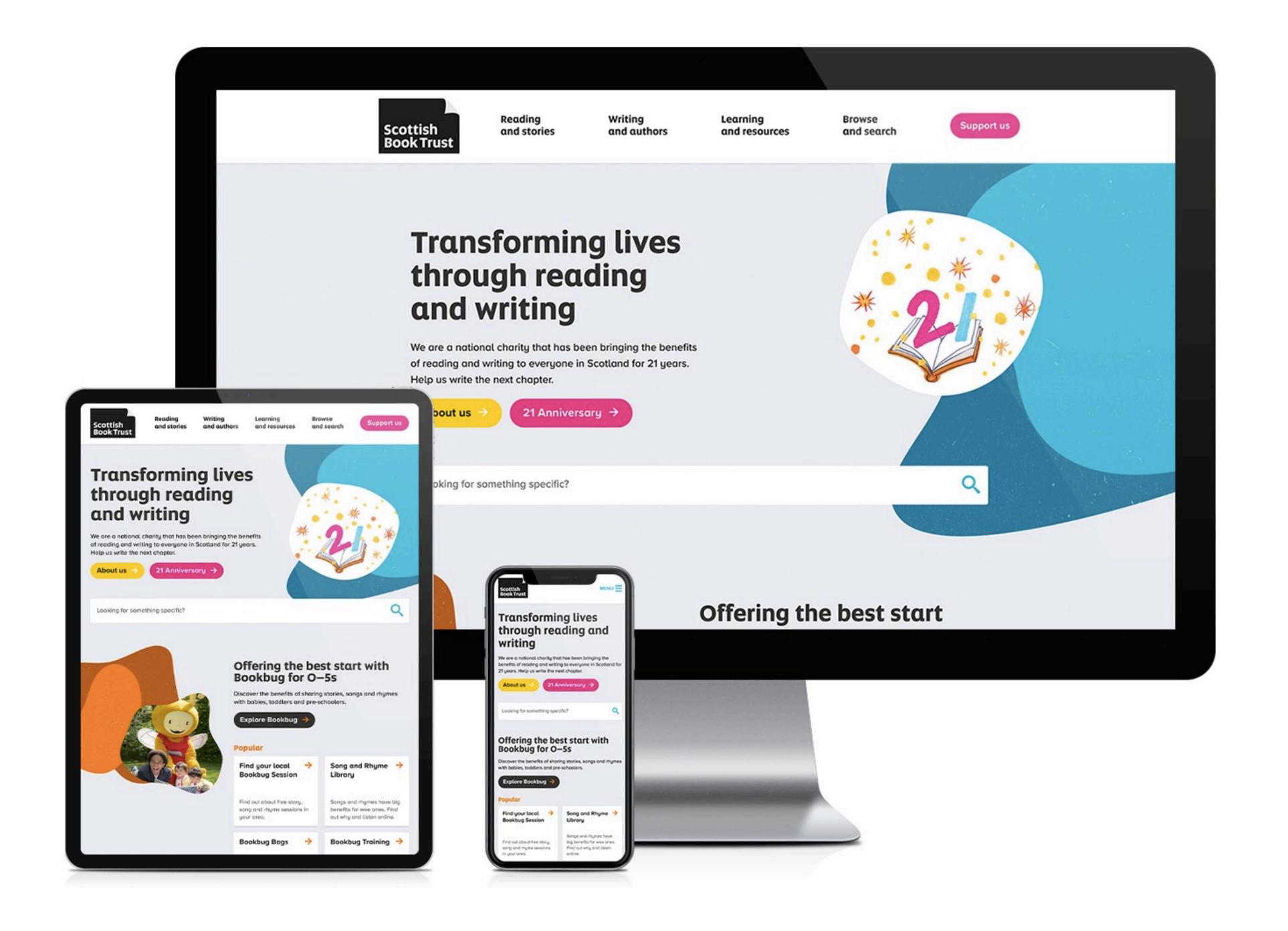
24% of online giving was made using a mobile device

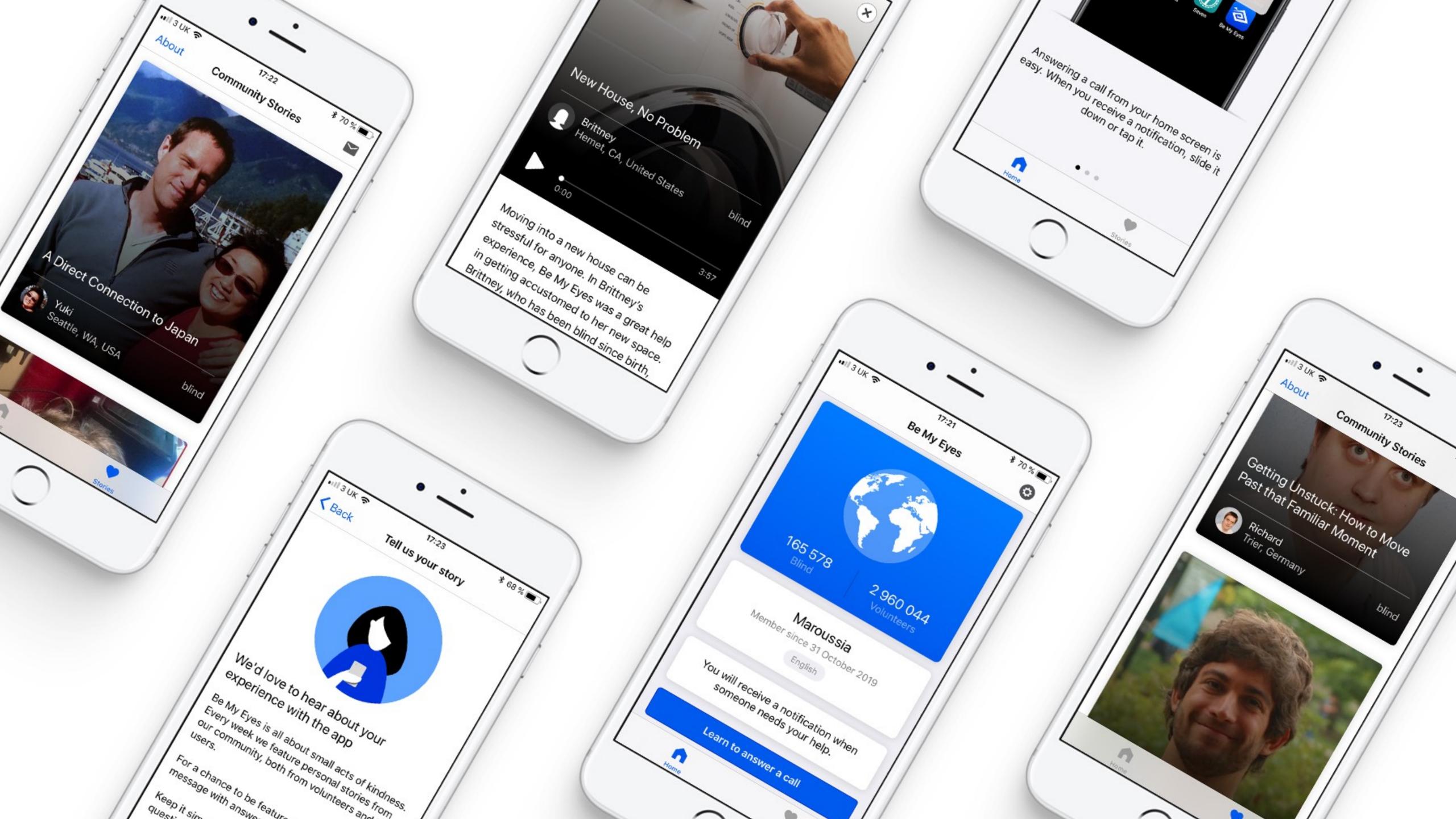
ZUE ME ALL YOUR PERSONAL.

WHY DOES IT MATTER?

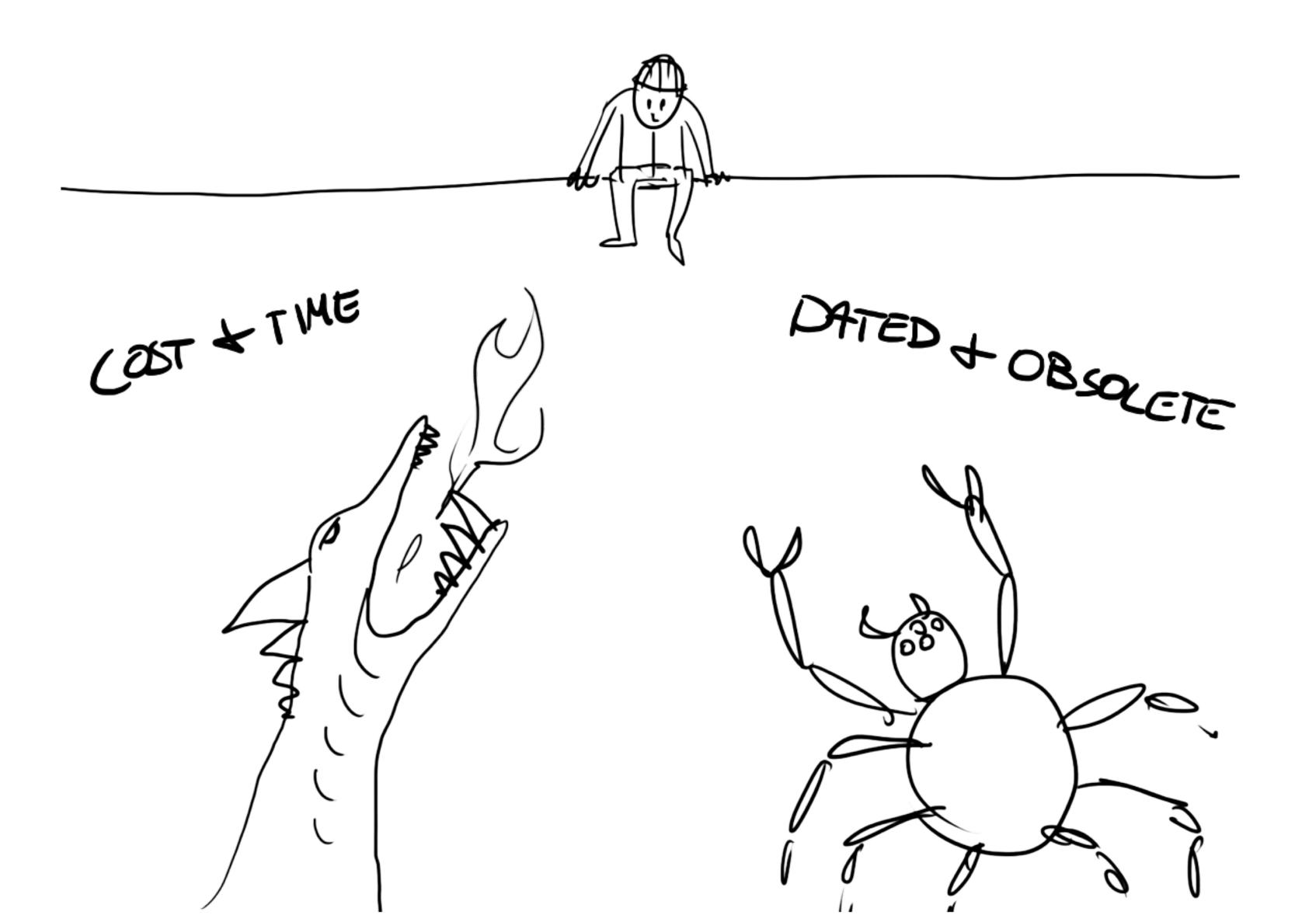


Real examples









Doing Not Doing Risk Reward

Doing

Not Doing

Risk

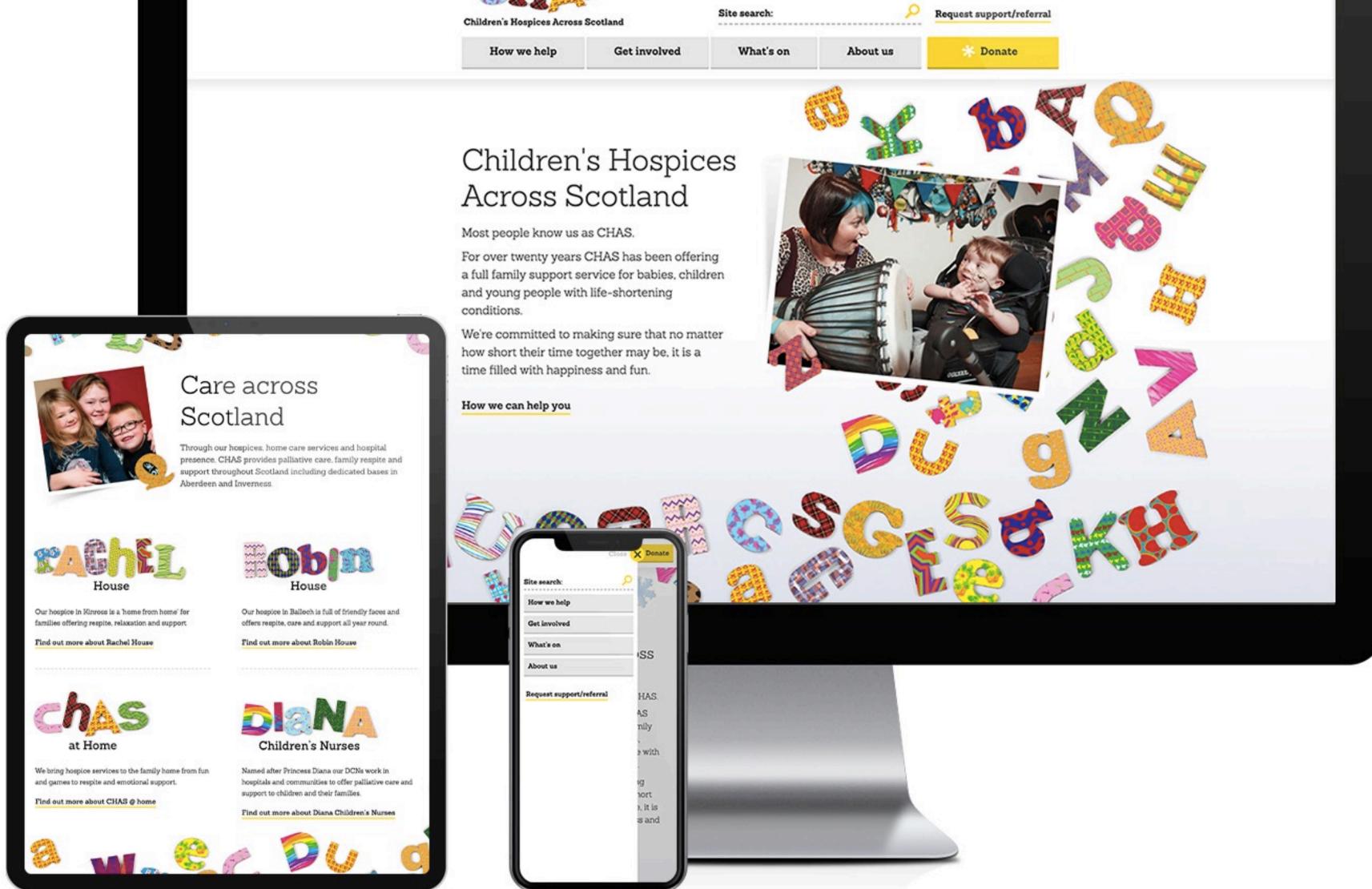
Hertz Accenture

SCA

Reward

Admin Engagement Growth

Short term cost saving





Care across Scotland

Through our hospices, home care services and hospital presence. CHAS provides palliative care, family respite and support throughout Scotland including dedicated bases in



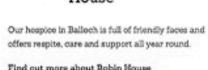
Our hospice in Kinross is a 'home from home' for families offering respite, relaxation and support

Find out more about Rachel House



We bring hospice services to the family home from fun and games to respite and emotional support.

Find out more about CHAS @ home



offers respite, care and support all year round.

Find out more about Robin House



Named after Princess Diana our DCNs work in hospitals and communities to offer palliative care and support to children and their families.



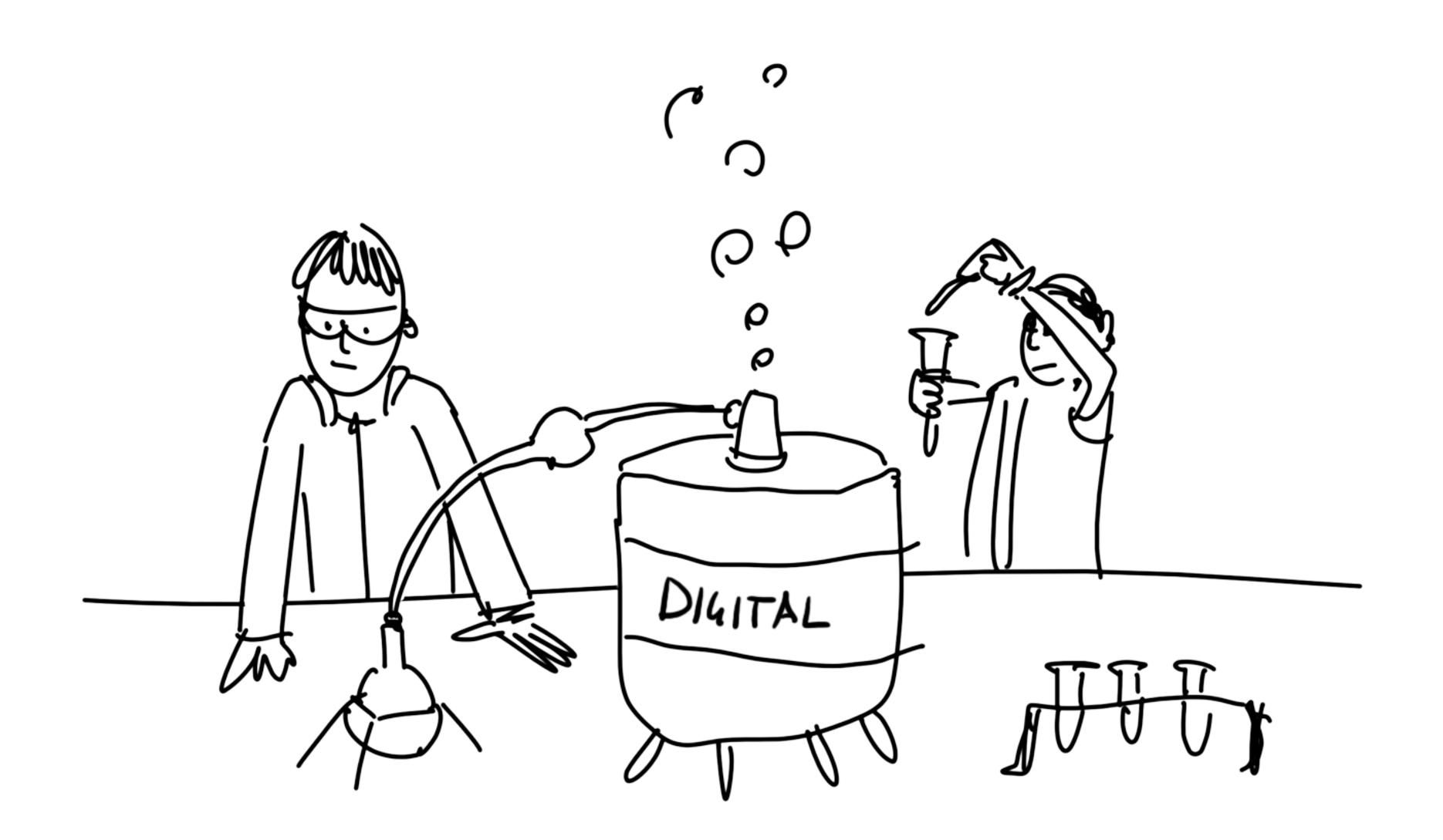












#1 Preparation

Hard Easy High Impact Low Impact

Easy Hard

High Impact

Events system

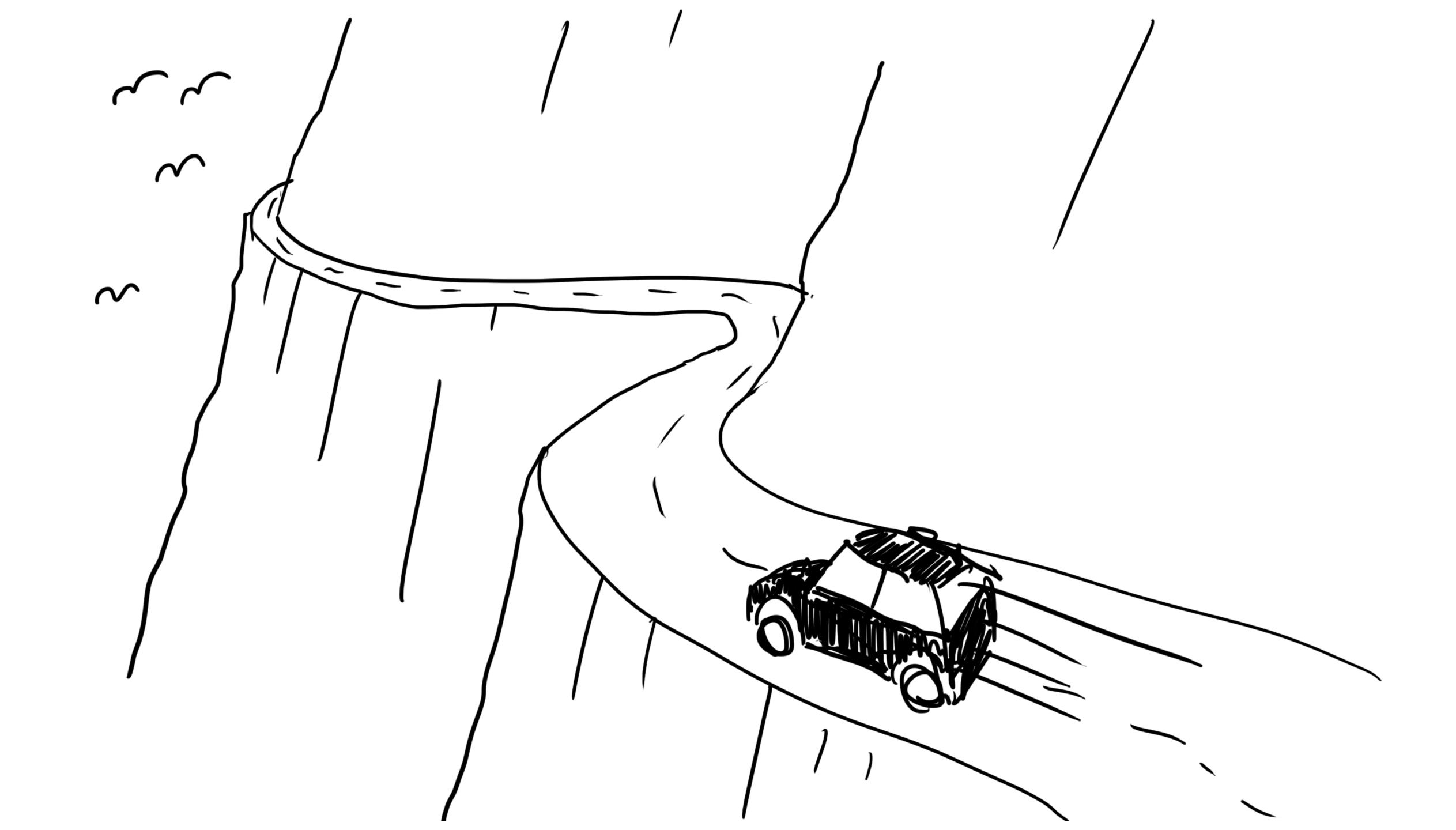
CRM

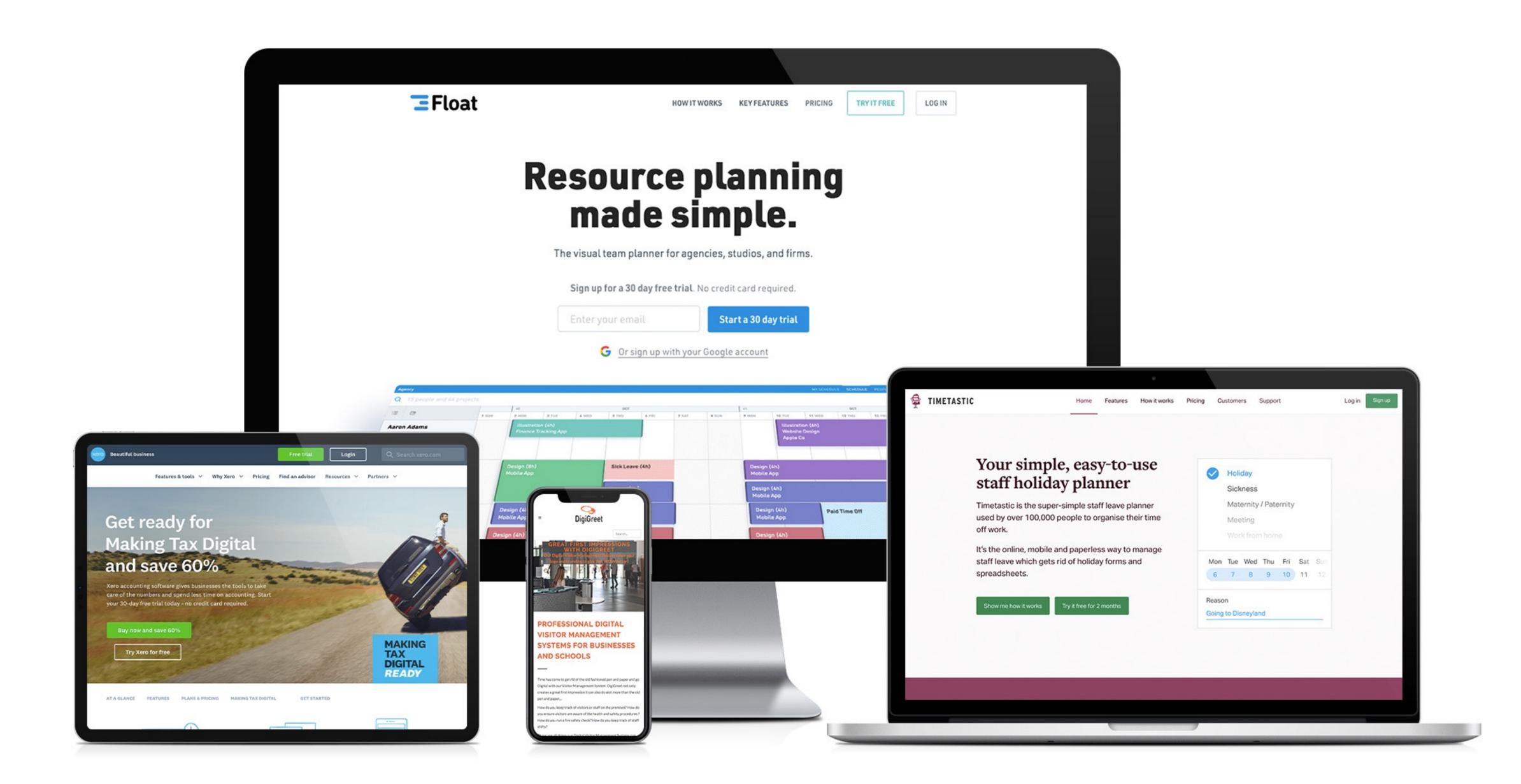
Low Impact Hardware

New bank

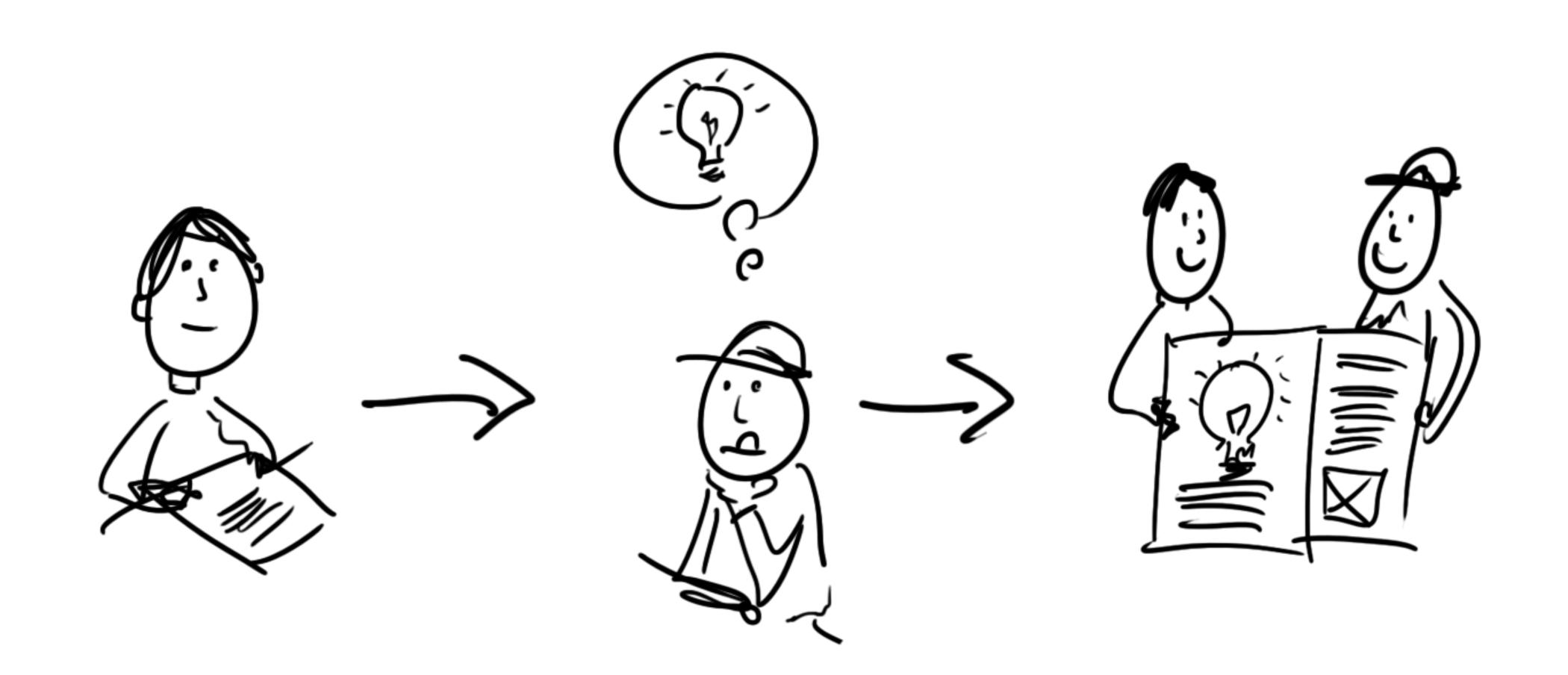


#2 Budget





#3 Systems



#4 Implementation

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#5 Promotion



1. Preparation

2. Budget

3. Systems

4. Implementation

5. Promotion

Tips & Takeaways

- Digitise one thing before Christmas
- · Carry out a risk assessment
- Put digital budget on your next finance agenda
- · Speak to your staff and audience
- · Recruit digital expertise to board

Doing Not Doing Risk Reward

Hard Easy High Impact Low Impact

Thank you.

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