

# Welcome to Unlocking Insights



# What is Unlocking Insights?

Unlocking Insights has been designed to:



- Strengthen your charity/social enterprise to become more effective, and increase its impact



- Provide extensive research and analysis to help solve a specific business challenge or opportunity that your organisation faces



- Help you improve your organisation's strategic position by providing actionable recommendations, plans and tools to drive an opportunity forwards or overcome a problem

# What we're looking for?

## **An organisation that:**

- Is open to new ideas and change
- Is clear about what it wants to achieve
- Has decision-makers who are willing and able to engage
- Will be responsive to requests for information and gathering of data

Organisations which have moved out of their start-up phase are best-suited to the programme.

## **An issue to explore during the programme can be a challenge, opportunity, decision which:**

- Is specific
- Is of strategic importance to the organisation
- Has sufficient scope for research and analysis

# Example Briefs and Outputs

## 1. How can Charity A refine its approach to attracting, recruiting and retaining volunteers?

Output: A comprehensive set of recommendations with a series of actionable steps to improve retention and recruitment. A document with detailed requirements for a new database. Data analysis of a volunteer database.

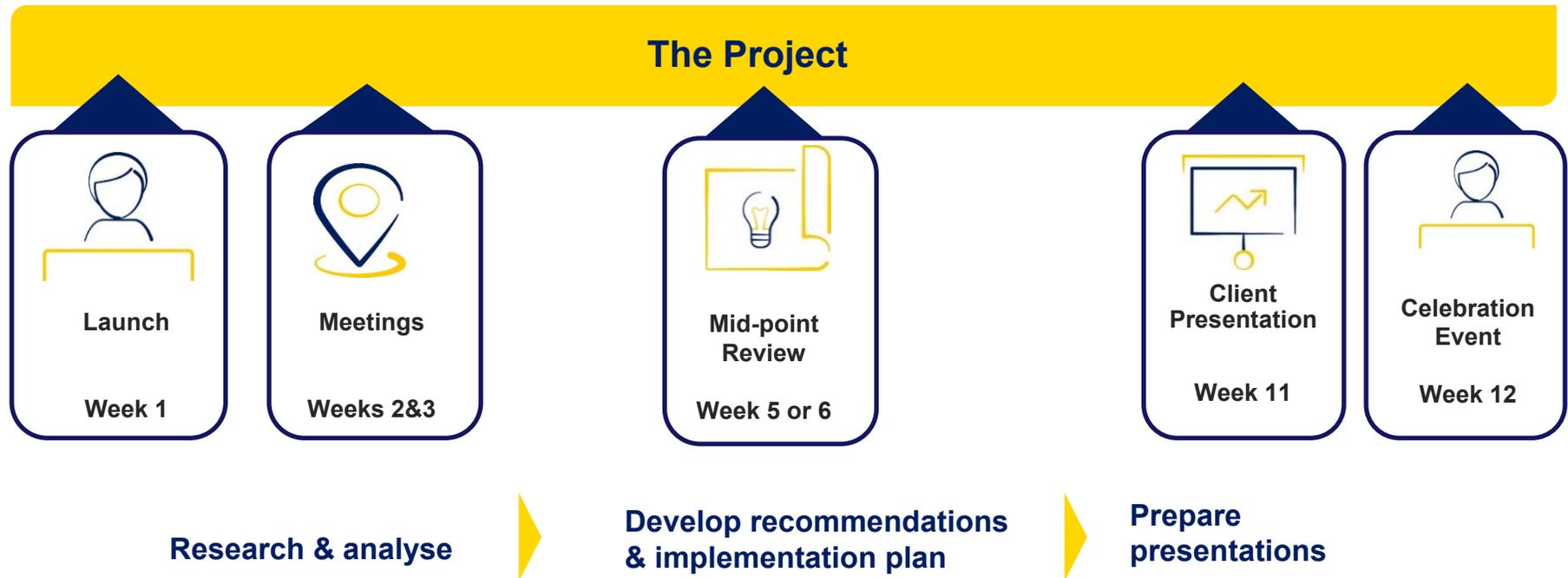
## 2. How can Charity B accurately predict the growth in need over the next five years? How should this shape the charity's strategic planning?

Output: Detailed research around existing need in the UK and analysis of data indicating future trends. Gap analysis to identify focus areas for the charity. Alignment with existing charity strategy.

## 3. How can Charity C define, design, develop and integrate a set of digital services and products for its key stakeholders?

Output: Competitor analysis. Evaluation of existing digital products. Detailed recommendations around website design and content, social media channels, virtual assistant and user experience.

# Programme Timeline\*



\* Exact project timing TBC, with the first cohort of charities expected to start from February 2021

# Overview

## Prep

Pilotlight recruits a Charity/Social Enterprise Partner (CSE), and defines a specific brief with them. The partner business builds a team of Pilotlighters.

## Launch

A launch event brings everyone together. There is also a session to provide charity sector insights for the Pilotlighters.

## Mid-point review

All participants attend, and the Pilotlighters share initial recommendations, planning with the CSE the focus the team will take during the remaining weeks.

## Team work

The team conducts focussed sessions with the CSE. With coaching support from the Pilotlight Project Manager (PM), they identify and execute analyses to meet the brief.

## Team work

The Pilotlighter team continues to meet to produce recommendations and implementation plans. They produce a Final Presentation deck and a Celebration Presentation deck.

## Final meeting & celebration

The team present their analysis, recommendations and implementation plans to the client with Q&A. This will be followed by a collective celebration with other teams.

# Roles & Expectations of Charity/Social Enterprise Partner



The Charity/SE Partner needs to provide a key contact, who is responsible for:

- Providing information on the organisation and strategic issues presented
- Providing data for analysis, including confidential information where appropriate
- Responding to contact in a timely fashion
- Connecting the team to contacts and resources for additional data as necessary
- Ensuring buy-in from senior staff and trustees as relevant
- Maintaining contact with the team and Pilotlight PM to provide feedback and address any concerns from any party

The final recommendations will be presented to the Charity/SE key contact and any other relevant individuals.

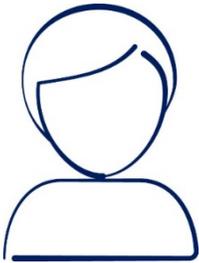
During the course of the project, although the Pilotlighter team will have a designated Charity/SE key contact, individual members of the team may be in touch with other staff members at the Charity/SE Partner according to their area of focus.

# Roles and expectations of the Pilotlighter team and Pilotlight



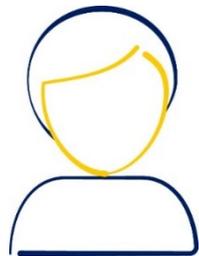
## **6 Pilotlighters**

- Minimum 30 - 35 hours of work
- Manage relationship with the CSE
- Plan and implement information gathering, research and analysis
- Present recommendations and implementation plan



## **Pilotlighter Team Mentor**

- Provide support and challenge to the Pilotlighter team
- Attend key meetings and track progress
- Advise on workload management, client relationship and presentation skills
- Link to internal specialist knowledge where appropriate



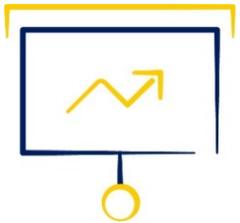
## **Pilotlight Project Manager**

- Facilitate early meetings and host all Zoom meetings
- Provide insight into the not-for-profit sector
- Support CSE/Pilotlighter team/mentor relationships
- Support and coach team to deliver on the brief

# Next steps



- Deadline for applications 11<sup>th</sup> December 2020
- Applications will be reviewed on a rolling basis



- Applications require a submission of the Digital Application Form and the Proposed Project Information Form as an attachment to this.



- You can attend one of our info sessions on the 19<sup>th</sup> of November or 2<sup>nd</sup> of December to learn more about the programme before applying. Visit our website at to book your slot here:  
<https://become-a-charitypartner.eventbritestudio.com/>
- We will be in touch with successful candidates to schedule an assessment meeting to discuss your application in more detail
- Please submit any queries you have to  
[charitypartnerships@pilotlight.org.uk](mailto:charitypartnerships@pilotlight.org.uk)

