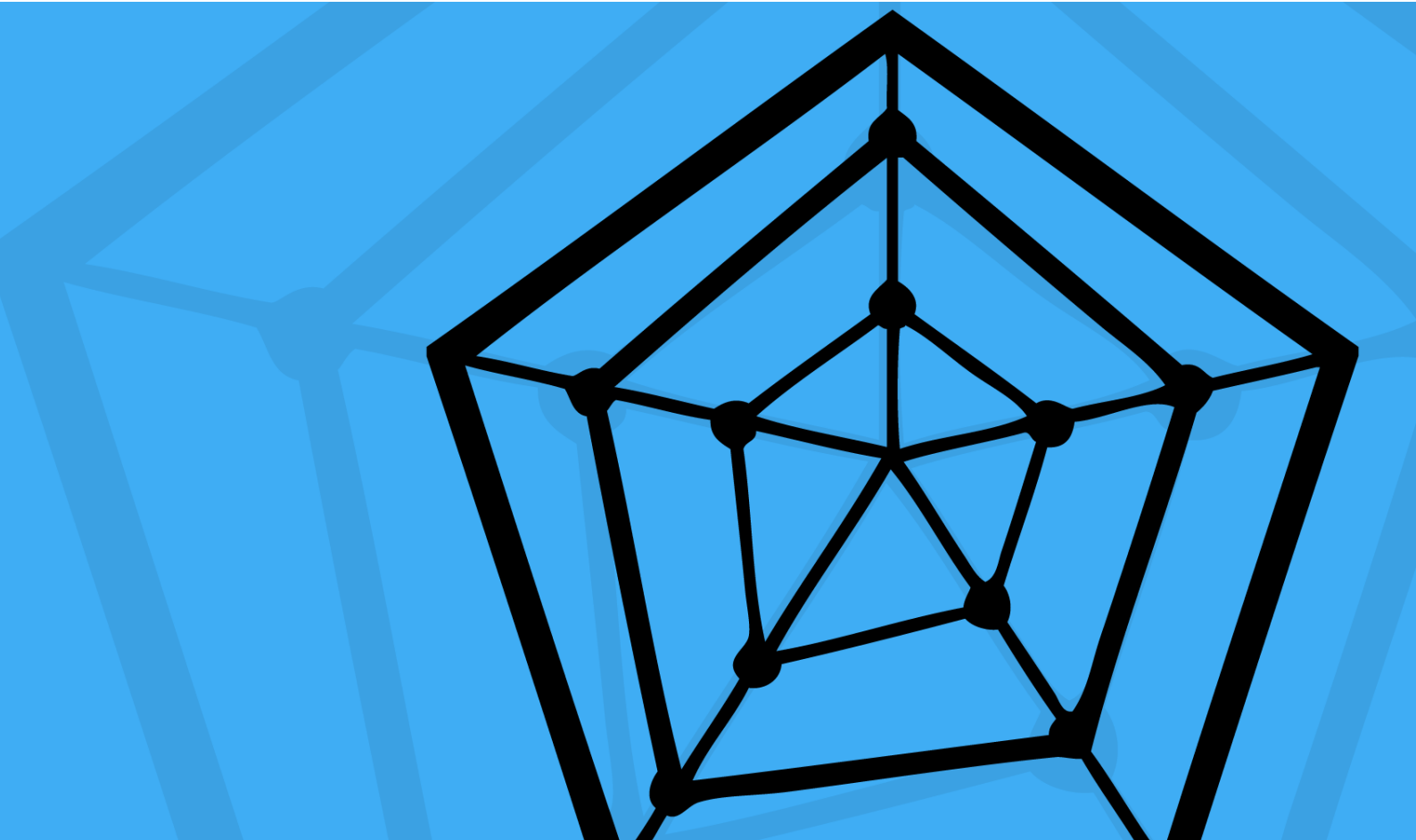


# Third Sector Digital Maturity: A Benchmark

*Powered by Breast Cancer Care*



# Forward

In 2016 Breast Cancer Care devised a new Digital Vision. Its purpose was to turn a task-based digital team into a strategic centre of excellence and to improve the ways-of-working within the realms of digital.

As a means to measure improvements over time, a digital maturity assessment was developed in-house by [Tom Kluge](#) and [Jo Wolfe](#). The tool was celebrated internally and, after piloting it with 5 other charities, the tool was released to the rest of the third sector.

After seeing the early proof of concept version (built in Microsoft Excel) receive a large number of downloads, the decision was made to build the Digital Maturity Matrix as a web-application, which was programmed by [Tim Baker](#). The tool continues to allow third sector organisations to measure their digital maturity for free at [digitalmaturity.co.uk](http://digitalmaturity.co.uk).

It also allowed for the analysis of data to develop benchmarks across the sector. This report focuses on benchmark analysis conducted at the end of 2016.

For those of you who completed the tool, we **thank you** for your support, and we hope it proves to be as useful as it has been for us.

*This report was authored by Tom Kluge*



  
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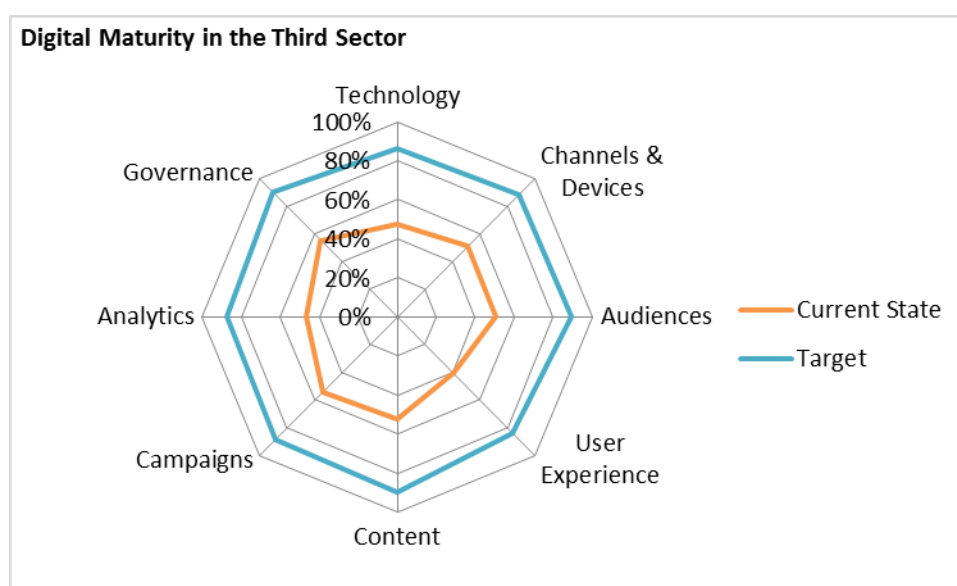
# The digital maturity benchmark

This section provides a maturity benchmark based on user data from the [Digital Maturity Matrix](#).

The Third Sector Digital Maturity Matrix is a self-assessment tool for organisations to better understand their digital maturity. Users of the tool are asked to agree/disagree with statements within eight dimensions. This provides a percentage maturity score for each statement and an overall maturity.

The insights in this report are based on a sample of 173 assessments.

*In the Third Sector, Digital maturity is currently 50% and targeted at 88%.*



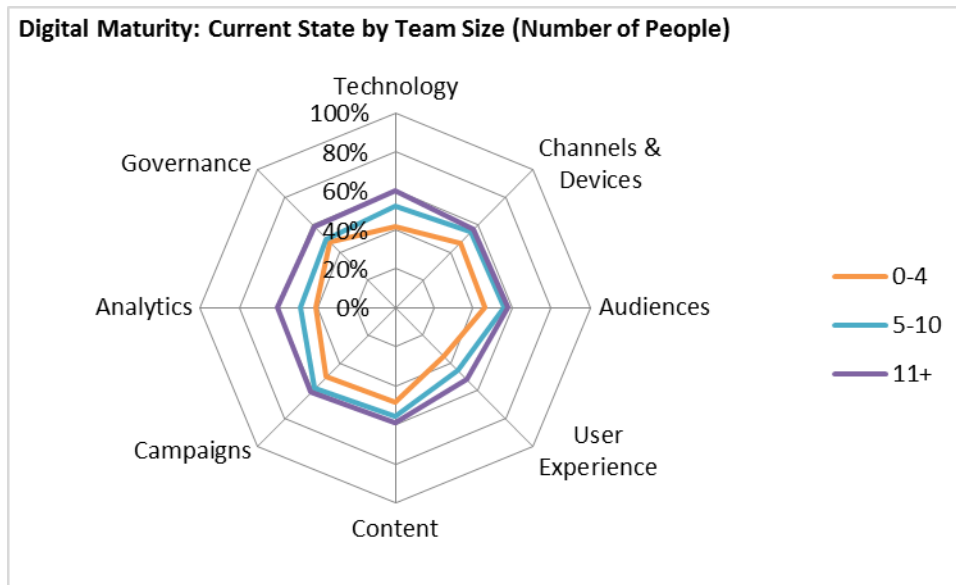
Dimension	Current	Target
User Experience	41%	84%
Analytics	47%	87%
Technology	48%	86%
Audiences	50%	89%
Channels & Devices	51%	89%
Content	52%	90%
Campaigns	54%	88%
Governance	55%	90%
<b>Overall</b>	<b>50%</b>	<b>88%</b>

The results show where the Third Sector is strongest, and weakest: **Governance**, **Campaigns** and **Content** are the most mature areas; whilst **User Experience**, **Analytics** and **Technology** are more challenging areas.

Organisations are very ambitious in their targets: This is likely due to setting long-term goals; however, it is advised to set achievable goals for between 1-2 years, and to tailor the Target maturity to what is realistic or strategically required by the organisation. For example, 60% maturity might be right for many small-medium organisations, at least for the foreseeable future.

Audience segmentation was possible through data variables including 'organisation revenue', 'organisation size' and 'digital team size'. The variable that is most useful for indicating maturity levels is the size of the digital team.

*The larger the digital team, the higher the organisation's digital maturity.*



Digital Team Size	Digital Maturity	
	Current	Target
0-4	44%	86%
5-10	54%	88%
11+	60%	92%

The analysis suggests that team size is an indicator of digital maturity. It is important to remember that this is only a correlation (not causation). It is arguable that we will see digital teams reduce in size as organisations push more digital skills into non-digital teams, whilst still increasing overall maturity.

Finally, the analysis shows the dimensions that have the largest shift as team size grows.

0-4 People in Digital Team		5-10 People in Digital Team		11+ People in Digital Team	
Dimension	Score	Dimension	Score	Dimension	Score
User Experience	35%	User Experience	45%	User Experience	52%
Analytics	41%	Analytics	49%	Channels & Devices	57%
Technology	41%	Governance	50%	Audiences	57%
Audiences	46%	Technology	52%	Governance	58%
Channels & Devices	47%	Channels & Devices	55%	Content	59%
Governance	47%	Content	56%	Technology	60%
Content	48%	Audiences	56%	Analytics	60%
Campaigns	50%	Campaigns	58%	Campaigns	61%

When comparing a team size of 0-4 and 11+, **Analytics** increases the most by 20 percentage points, followed by **Technology** which increases by 19 percentage points, and then **User Experience** increasing by 17 percentage points.

**The question; how does your organisation compare with the benchmark? And what will you do to improve your digital maturity over the next year. Whatever you set out to achieve, good luck!**

# About Breast Cancer Care

Breast Cancer Care is the only UK-wide charity providing specialist support and tailored information for anyone affected by breast cancer. Our clinical expertise and emotional support network help thousands of people find a way to live with, through and beyond breast cancer.



Visit [breastcancercare.org.uk](https://breastcancercare.org.uk) for more information.

Visit [digitalmaturity.co.uk](https://digitalmaturity.co.uk) to complete your digital maturity assessment.