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**W.E.B
IN TECH**

ICT TRAINING MANUAL FOR THE THIRD SECTOR

WOMEN ENGAGEMENT BOOST IN TECHNOLOGY

101183056

**Deliverable: D1.1 Manual "Information and Communication Technologies
for the Third Sector"**

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PART I – INTRODUCTION: WHY THIS MANUAL

1. Preface and Executive Summary

The W.E.B. in Tech (Women Engagement Boost in Technology) project stems from the awareness that digital transformation is not only a technological phenomenon, but a cultural and social process that also involves the Third Sector. Non-profit organizations are increasingly called upon to operate in complex contexts, characterized by global challenges (climate change, migration, new poverty, inequalities) and the urgency of renewing tools and skills.

This manual is conceived as a practical and strategic tool: a text that accompanies the WP2 training course, but which can also be used as an autonomous guide for managers, operators and volunteers of the non-profit sector.

Executive summary – in summary:

- The manual presents methods, tools and case studies to strengthen the capacity of non-profit organizations to face the digital transition.- Topics such as ICT, digital communication, storytelling, new professions, ethics and resilience are explored.- It is a document that integrates theory and practice, with ready-to-use templates, toolkits and checklists.- It is aimed at those who work in the Third Sector, with the aim of strengthening skills, efficiency and social impact.

2. Why this manual

The Third Sector plays a fundamental role in social cohesion and community innovation. However, many organizations are experiencing a critical transition phase: on the one hand, they recognize the importance of digital technologies, on the other hand, they struggle to integrate them into their internal and external processes.

The motivations behind the manual are therefore: Bridging the digital divide within NGOs and associations. Making the digital transition sustainable. Supporting people's empowerment through new skills. Enhancing the social mission.

Specific objectives of the handbook:

- To strengthen the digital skills of organizations.
- To provide accessible and replicable tools.

- Promote the conscious adoption of ICT.
- Support innovation and sustainability processes.

3. The Third Sector in the digital age

Digitalisation has fundamentally changed social and economic processes. Nonprofits are also involved in this transformation, which brings with it opportunities and risks.

Opportunities:

- New communication and fundraising channels.- Increased transparency and accountability.- Ability to scale impacts and reach wider audiences.

Risks and criticalities:

- Exclusion of smaller companies.- Technological overload without training.- Vulnerabilities related to cybersecurity and data management.

A significant figure: more than 40% of non-profit organizations report difficulties in adopting digital tools in a structured way. This handbook responds by proposing concrete and inclusive paths.

4. European regulatory framework and policies

The digital transition of the Third Sector is part of broader policies at European and international level, which include:

- European Digital Agenda.
- Erasmus+.
- Digital Europe Programme (DEP).
- 2030 Agenda – Sustainable Development Goals.
- GDPR.

These policies represent both a framework and a source of opportunities: calls, funds, training courses. Organizations that can place their digital transition in this context will have a better chance of growing sustainably.

Conclusion of Part I

Part I introduces the basics of the manual: why it exists, who uses it, in what context it is placed. It establishes that digitization is not optional, but a strategic and cultural challenge for the Third Sector. The following chapters will develop tools and practical skills, starting from the use of ICT to storytelling and organizational resilience.

PART II – ICT: TOOLS AND METHODS

5. ICT: Tools and Methods

Information and communication technologies (ICT) have become a strategic level for the strengthening of non-profit organizations. It is not just a matter of digitizing existing activities, but of transforming processes, cultures and organizational models.

Main Tools:

- Productivity suite: Google Workspace, Microsoft 365, LibreOffice Cloud.
- CRM (Customer Relationship Management): Salesforce Nonprofit, CiviCRM.
- Project Management Tools: Trello, Asana, Monday.com.
- Email marketing and newsletters: Mailchimp, Sendinblue, Substack.
- Social Media Management: Hootsuite, Buffer, Meta Business Suite.
- Video conferencing: Zoom, Google Meet, Microsoft Teams.
- Crowdfunding platforms: GoFundMe, Rete del Dono, Produzioni dal Basso.
- Impact reporting: Canva, Piktochart, Flourish.

Integration methods: internal digital audit, digital strategic planning, continuous training.

6. Practical Toolkit

Checklist for digital diagnosis:

- Does your organization use shared cloud storage tools?
- Is payee data protected and GDPR compliant?
- Is there a digital editorial plan?
- Is the impact of online campaigns being tracked?
- Are there digital training courses at least annually?
- Do you use cloud tools?
- Do you track online campaigns?
- Do you have a digital strategy?

Useful free tools:

- Canva for Nonprofit, <https://www.canva.com/canva-for-nonprofits/>
- Google for Nonprofit, <https://www.google.com/nonprofits/>
- TechSoup.
https://www.techsoup.org/?srsltid=AfmBOoq18cnqQi_5djh457YEVUmLqcH6Y13I_ObGBtr3A9TKiR9rFU-iE

Hands-on labs: open source CRM, editorial plan, impact reports.

7. Best practices and case studies

This section presents real and relatable examples of Third Sector organisations operating at local or national level. These cases are selected to ensure transferability and practical relevance for small organisations and target groups such as NEET women and mothers.

Case Study A – Euro Mamme (IT)

Topic: Digital Transformation in small NGO (Local Women Empowerment Association).

Source: <https://www.euromamme.it/>

A local association based in Rome provides training and support for unemployed mothers.

What they did

Created free digital literacy workshops

Used official mailing list for communication

Delivered hybrid training (online + in person)

Tools used

Google Meet

Canva

Facebook groups

Instagram and linkedin profile

Results

More than 100 women trained in four years

Increased participation in local initiatives

Improved confidence in digital tools

Lessons learned

Simple tools are effective if accessible

Peer support increases engagement

Flexibility is key for mothers.

Case Study B – Euromirada (ES)

Type: Grassroots NGO, targeting young people from rural areas.

Source: <https://www.euromirada.com/>

A small NGO promotes employability through social media campaigns.

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What they did

Created weekly Instagram posts
Shared success stories of participants
Promoted training opportunities

Tools used

Instagram
Canva
Meta Insights

Results

+40% engagement in two years
More than 50 new participants engaged

Lessons learned

Storytelling increases impact
Visual communication is essential
Consistency is more important than budget

Conclusion of Part II

Part II provides concrete tools for the digitization of the Third Sector. From ICT to practical toolkits, up to real cases, a clear picture emerges: technology can strengthen the social mission if integrated with training, governance and inclusion.

PART III – STORYTELLING FOR THE THIRD SECTOR

8. Storytelling for the Third Sector

Storytelling is much more than a narrative technique: it is a relational process that allows non-profit organizations to build trust, mobilize resources and strengthen their social legitimacy.

Strategic value of storytelling

- Emotional connection- Translating impact into lived experiences- Strengthening brand identity- Advocacy through storytelling

Narrative techniques

- Common heroes as protagonists- Classic story arc: situation, problem, intervention, solution- Use of narrative data combined with testimonies

Operational tools

- Storytelling canvas- Digital storytelling tools: Animoto, Adobe Express, Canva Video- Podcasts and blogs

Practical activity

Create a beneficiary narrative sheet: describe who they are, the problem they faced, the help they received, and the change.

9. Digital communication and public engagement

Digital strategy

- Audience analysis- Definition of objectives (awareness, fundraising, mobilization)- Choice of channels (social, website, email, events)- Key messages consistent with the mission

Public engagement

- Community building: online groups- User generated content (UGC)- Hybrid events

Crisis communication

- Monitoring with Mention, scenario planning for quick responses, transparent and consistent tone of voice

Tools and KPIs

- Google Analytics, Matomo, Meta Insights, Twitter Analytics- KPI: CTR, donation conversion

rate, donor retention

Practical activity

Create an engagement campaign with a measurable goal, designing your message, channels, and tracking.

10. Inclusion and accessibility in communication

Universal accessibility

- WCAG 2.1 standard- Simple and readable texts, sans-serif fonts, good color contrast- Subtitles, audio descriptions, text alternatives

Intercultural communication

- Cultural translations- Inclusive narratives and representation of diversity- Use of universal symbols

Digital divide

- Downloadable materials in lightweight PDFs- Offline versions of campaigns- Channels accessible to those with reduced digital skills

Practical activity

Revision of a social post or web page according to accessibility guidelines: readability, contrast, text alternatives.

Conclusion of Part III

This section demonstrates that communication is not a secondary aspect but a strategic pillar for the Third Sector. From storytelling to crisis management to accessibility, organizations must build authentic, inclusive, and participatory narratives to strengthen their social impact.

PART IV – THE NEW PROFESSIONS IN THIRD SECTOR AND THE NEW SKILLS

11. New professions in the Third Sector

Digital fundraiser

The digital fundraiser is a professional figure who designs and manages online fundraising campaigns for Third Sector organisations, using accessible digital tools and low-cost strategies. This role is particularly relevant for small non-profit organisations working with vulnerable groups, such as NEET women and mothers, where resources are limited and digital tools must be simple and accessible.

Skills

Online campaign design, social media communication, email fundraising, campaign planning, basic data analysis.

Tools

GoFundMe, GivingTuesday, Produzioni dal Basso, Facebook, Canva, Mailchimp.

High-level example

Charity: Water has built a monthly donor base with 'The Spring' thanks to innovative digital campaigns (Source: <https://www.charitywater.org>).

Learning Objectives

Participants will be able to design a simple fundraising campaign, use basic digital tools, communicate impact effectively

Practical Activity

Task: Design an online fundraising campaign through the following steps:

1. Define a cause (e.g. support women training)
2. Choose a platform (Facebook / crowdfunding)
3. Create a campaign message
4. Design a visual using Canva
5. Define a target audience

Output

Campaign concept

Social media post (text + visual idea)

Target definition

Assessment Criteria

Clarity of message

Relevance to target

Feasibility

Social media strategist

The social media strategist manages the online presence of a Third Sector organisation, planning content and campaigns to increase visibility and engagement. It takes care of the digital presence, plans integrated campaigns, monitors KPIs. This role is particularly relevant for small non-profit organisations working with vulnerable groups, such as NEET women and mothers, where communication must be simple, consistent, and low-cost.

Skills

Content planning, Social media communication, Basic campaign design, KPI monitoring.

Tools

Facebook, Instagram, LinkedIn, Canva, Meta Business Suite,

High-level example

Greenpeace uses global digital strategies with visual storytelling and gamification (Source: <https://www.greenpeace.org/international/>).

Learning Objectives

Participants will be able to plan simple social media content, create engaging posts, monitor basic engagement indicators.

Practical Activity

Task: Create a one-week social media content plan for a local NGO through the following steps:

6. Define the objective (e.g. promote a training course)
7. Identify the target group
8. Plan 3–5 posts
9. Create one visual using Canva
10. Write captions with a call to action

Output

Editorial calendar

1 social media post

Defined objective and target

Assessment Criteria

Clarity of content

Relevance to the target group

Consistency of the plan

Data analyst for nonprofits

The data analyst supports decision-making by collecting and analysing data related to activities, participation, and impact, analyze data for evidence-based decisions. This role is adapted to small organisations that need to monitor results using simple and accessible tools, without requiring advanced technical expertise.

Skills

Data collection, Basic data analysis, Interpretation of results, Reporting.

Tools

Google Data Studio, Tableau, Power BI, Google Sheets, Google Forms, Excel

High-level Example

DataKind supports NGOs to leverage social data (Source: <https://www.datakind.org>).

Learning Objectives

Participants will be able to collect basic data, analyse simple datasets, interpret results for decision-making.

Practical Activity

Task: Create and analyse a simple survey for a training activity through the following steps

1. Create a questionnaire (Google Forms)
2. Collect sample responses
3. Organise data in a table
4. Identify key results
5. Summarise findings

Output

Survey questionnaire

Data table

Short analysis report

Assessment Criteria

Clarity of data collected

Accuracy of interpretation

Relevance of conclusions

Digital project manager

The digital project manager coordinates activities, timelines, and teams using digital tools to ensure project implementation. He/she coordinates remote teams, uses Agile methodologies and digital tools. This role is essential for small NGOs managing projects with limited resources and distributed teams.

Skills

Project planning, Time management, Team coordination, Use of digital tools

Tools

Trello, Google Drive, Zoom, Asana (basic version)

High-level Example

The Red Cross (IFRC) has implemented digital project management to coordinate emergency operations (Source: <https://www.ifrc.org>).

Learning Objectives

Participants will be able to plan basic project activities, organise tasks and timelines, coordinate a small team,

Practical Activity

Task: Create a simple project plan for a training activity through the following steps

1. Define project objectives
2. List main activities
3. Assign responsibilities
4. Create a timeline
5. Choose digital tools

Output

Project plan

Task list

Timeline

Assessment Criteria

Clarity of planning

Feasibility

Organisation of tasks

Expert in social communication and storytelling

This role focuses on creating narratives that communicate the impact of an organisation and engage the community. The goal is to create authentic narratives for advocacy and engagement. It is particularly relevant for organisations working with vulnerable groups, where storytelling can increase visibility and support.

Skills

Storytelling techniques, Communication strategies, Content creation, Audience engagement

Tools

Canva, Blogs, Social media platforms, Video tools (basic)

High-level Example

Amnesty International produces multimedia campaigns based on real stories of activists (Source: <https://www.amnesty.org>).

Learning Objectives

Participants will be able to create simple storytelling content, communicate impact effectively, engage an audience

Practical Activity

Task: Create a short storytelling post based on a real or simulated beneficiary story through the following steps

1. Define the story (problem → solution → result)
2. Write a short narrative
3. Create a visual
4. Adapt the message for social media

Output

Storytelling text

Social media post

Visual concept

Assessment Criteria

Clarity of narrative

Emotional engagement

Relevance to the audience

12. Key skills for the future of the Third Sector

Digital literacy and critical thinking

It is not enough to use tools: it is necessary to evaluate sources, recognize fake news, apply cyber hygiene.

Collaboration in virtual environments

Use of collaborative platforms (Miro, Slack, Teams), asynchronous and intercultural work management.

Creativity and problem solving

Innovation with design thinking approaches and co-creation of solutions with beneficiaries.

Effective communication and online relationship management

From empathetic writing for newsletters to the use of ethical chatbots for assistance.

Intercultural competence and inclusiveness

Management of multicultural teams, linguistic and symbolic adaptation of communication, inclusion of minorities.

13. Application of the new skills

The acquisition of digital and transversal skills is not an end in itself, but a key driver for improving the effectiveness, visibility, and sustainability of Third Sector organisations. For small non-profit organisations working with vulnerable groups, such as NEET women and mothers, the practical application of these skills allows them to operate more efficiently, reach wider audiences, and increase their social impact, even with limited resources. This section outlines key areas where newly acquired skills can be concretely applied in everyday organisational activities.

Digital content production

Digital content production plays a crucial role in increasing the visibility of Third Sector

organisations and engaging target groups. Through the creation of accessible and relevant content (such as social media posts, short videos, and visual materials), organisations can:

- promote training opportunities and services
- share success stories and testimonials
- strengthen their online presence

In small organisations, content production is often managed with limited resources. For this reason, the use of simple and free tools (e.g. Canva, social media platforms) allows even non-experts to produce effective communication materials.

Application context: promotion of local activities, awareness campaigns, dissemination of project results

Using CRMs to manage stakeholders

Customer Relationship Management (CRM) systems support organisations in managing relationships with stakeholders, including beneficiaries, partners, and donors. Even basic CRM tools or simple databases (e.g. spreadsheets) can help organisations to:

- organise contact lists
- track participation in activities
- maintain communication with beneficiaries

For small NGOs, structured stakeholder management improves coordination and helps build long-term engagement with the community.

Application context: managing participant data for training activities, maintaining contact with beneficiaries, organising communication with partners

Digital monitoring and evaluation

Monitoring and evaluation are essential to assess the effectiveness of activities and improve future interventions. Digital tools enable organisations to collect and analyse data in a simple and accessible way. For example:

- online surveys to gather feedback
- basic analytics from social media platforms
- simple data tables to track participation

By applying these tools, organisations can better understand the needs of their target groups and adapt their services accordingly.

Application context: evaluation of training programmes, analysis of participation rates, improvement of project activities

Interactive reporting and transparency

Transparent and accessible reporting strengthens trust with stakeholders and increases organisational credibility. Interactive reporting tools allow organisations to present results in a clear and engaging way, using:

- visual dashboards
- infographics
- simplified reports

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For small organisations, even basic visual tools can make reporting more effective and understandable, especially when communicating results to local communities or partners.

Application context: sharing project results, communicating impact to stakeholders, improving accountability

Conclusion of Part IV

The new professional figures and key skills do not replace the values of the Third Sector, but enhance them. The challenge is to integrate new skills and professionalism without losing the social mission.

ANNEXES: TEMPLATES AND HANDS-ON LAB

Template 1 – Digital Project Canvas

Purpose

To support organisations in designing a digital project aligned with their mission and target group.

Instructions

Fill in each section based project's data:

- Project Title:
- Target Group (e.g. NEET mothers, volunteers):
- Main Objective:
- Expected Impact:
- Key Activities:
- Consortium:
- Communication Channels:
- Timeline:
- Budget (basic estimation):
- KPIs (e.g. number of participants, engagement rate):

Modify and download the [template](#). Choose colours according to the logo's palette.

Template 2 – Editorial Calendar

Date	Platform	Content	Objective	Responsible

Template 3 – Communication Strategy for Non-Profit Organizations

1. Organizational Profile

Begin your project by accurately describing the identity of the host organisation for which you are developing the strategy. Specify the official name of the organisation and the country in which it operates, then define its size (small, medium, or large) and type, clarifying whether it is, for example, a local association, a social enterprise, or a large international NGO. Continue by describing its field of activity, such as youth inclusion, environmental protection, or human rights, and the target groups to whom its services are addressed. Finally, analyse its current level of digitalisation and describe the communication tools it already possesses, such as a website, active social media pages, or newsletters.

2. Needs Assessment

In this section, conduct a critical analysis of the communication challenges currently faced by the organisation, highlighting its real communication needs. Describe the gaps in its current communication approach, such as the absence of a structured editorial plan, weak online presence, or lack of digital storytelling. Then explain the organisational challenges limiting its impact, for example lack of time among volunteers or absence of dedicated communication roles. Conclude by identifying which digital competences are currently missing within the internal team and are necessary for more effective communication.

3. Communication Objectives

Clearly define what you aim to achieve through your strategy. Start by formulating an Overall Goal that summarises the main purpose of your communication plan, such as strengthening the NGO's digital presence to increase participation or attract new volunteers. After defining the overall goal, break it down into three or four Specific Objectives that are clear and measurable, such as developing effective storytelling to communicate social impact, increasing engagement among young audiences, or supporting the dissemination of project activities, including European initiatives such as W.E.B. in Tech.

4. Target Audiences

Map in detail the audiences addressed by the organisation's communication, dividing them into three levels. Describe the Primary Targets, meaning the main recipients of the message, such as NEET youth, vulnerable women, or local communities. Then identify the Secondary Targets, which may include Third Sector professionals, educators, volunteers, or partner organisations. Finally, define the Tertiary Targets, namely institutional stakeholders, policymakers, potential donors, and European networks with whom the organisation must engage to strengthen its credibility and sustainability.

5. Key Messages

Develop two or three impactful statements that capture the essence, values, and mission of the organisation. These Key Messages will form the narrative core of your strategy and should remain consistent across all communication materials produced. Think of them as the core principles or slogans that should resonate with the audience and communicate the organisation's identity in a compelling way.

6. Communication Channels and Tools

Describe and justify the communication channels through which your strategy will be implemented. Define the Primary Channels that will be used on a daily basis to generate interaction, such as Instagram, Facebook, or the main website. Then identify the Secondary Channels to be used for deeper engagement or updates, such as newsletters, WhatsApp groups, or LinkedIn. Additionally, list the practical tools and software you intend to use to create and manage the communication outputs, including platforms such as Canva for visual design, Trello or Google Workspace for editorial planning, and analytics tools for monitoring performance.

7. Communication Strategy and Action Plan

This is the most operational section of your Project Work and should structure the communication activities over time. Begin by describing the Short-Term actions (0–3 months), including immediate steps such as creating an editorial calendar, defining a coherent visual identity, and starting regular content publication. Continue with the Medium-Term actions (3–6 months), explaining how the strategy will evolve through emotional storytelling techniques, testimonials, short-form video content, and thematic campaigns designed to increase interaction. Finally, outline the Long-Term vision (6–12 months), including broader objectives such as consolidating a strong online community, launching digital fundraising campaigns, and developing collaborations with other organisations, always specifying the content formats chosen for each stage.

8. Training Pathway Alignment

Explicitly connect the strategy you have designed to the competences acquired during your W.E.B. in Tech training pathway. Explain which learning modules were most useful in helping you conceptualise and structure the project, and describe how the knowledge acquired influenced your strategic choices. For example, you may refer to the module on Digital Tools and Digital Transition for the selection of software, or the module on Social Communication and Storytelling for the definition of key messages and action planning.

9. Expected Results and KPIs

Describe how you will measure the success and effectiveness of your communication plan by defining the Key Performance Indicators (KPIs). Explain the concrete results you expect to achieve in the short term, such as the implementation of the editorial calendar and the launch of regular posting. In the medium term, establish measurable targets such as a 30–40% increase in engagement, interactions, comments, and shares, together with increased participation in organisational activities. For the long term, identify indicators such as increased visibility beyond the local level, growth in registrations or donations, and stronger positioning of the organisation within its sector.

10. Sustainability and Replicability

Conclude your document by explaining how your strategy can remain effective over time, even after your direct involvement has ended. Under Sustainability, describe how the organisation will be able to continue implementing the strategy by using low-cost or open-source tools, integrating communication actions into everyday operations, and transferring digital competences to volunteers and staff members. Under Replicability, explain how the strategic

model you have developed is flexible enough to be adapted and reused by other small and medium-sized European NGOs operating in similar social fields.

Hands-on Lab 1 – Create a Social Media Campaign

Objective

To design a simple digital campaign for a Third Sector initiative in 2 hours by using Canva.

Step-by-step

- Define your objective (e.g. promote a training course for women)
- Identify your audience (e.g. mothers aged 25–40)
- Create a message (simple, inclusive, clear)
- Design a post using Canva (template + image + text)
- Write caption (include call to action)
- Publish or simulate publication

Expected Output

- 1 social media post
- 1 caption
- 1 defined target group

Evaluation criteria

- Clarity of message
- Relevance to target
- Visual quality

Hands-on Lab 2 – Create a Communication Strategy for Non-Profit Organisation

This lab is a practical assignment in which you are asked to develop a real **communication strategy** for a host Third Sector organisation or social enterprise.

Objective

The objective of this assignment is twofold.

On the one hand, it allows you to put into practice all the digital and social communication (ICT) skills you are acquiring, providing you with a concrete portfolio that you can use in the labour market to enhance your employability.

On the other hand, you will provide tangible support to a nonprofit organisation by helping it improve its online visibility, engage its audience, and communicate its social impact more effectively.

Step-by-step

To complete your strategy, you must follow the structured **10-point framework** (template 3) provided above.

IMPORTANT: Before starting the project work, it is mandatory to watch the video lessons available on the official project website at the following link:
<https://www.euromamme.it/woman-engagement-boost-in-technology-training-course-online/>

You may use tools such as **Canva, Google Workspace, and social media platforms** to make your strategy creative, practical, and operational.