

I'm deciding whether to fund a charity to develop a digital product or service

Sometimes funding digital products or services can feel challenging if it's not an area you already know about. These principles are drawn from years of experience of both grantmakers funding digital services, and charities delivering them. So the principles can help you effectively assess whether an application is following a good digital development process.

Use our funder checklist to understand the extent to which a charity has a good process and team in place.

At an early stage in their process, principles that are particularly important are:

Start with your users, and keep them involved. It's important that the charity have started by researching their intended service users. That way you can be sure that the charity fully understands their user group and their needs.

Understand what's out there already. Before a charity builds anything it's important that they look outside their organisation. This avoids duplication, and means they can build on what already exists.

Build the Right team. The right team, with the right mix of technical skills and subject expertise are key to successful delivery.

Use the checklist below to see if the charity is working to each principle.

1

Start with user needs, and keep them involved

2

Understand what's out there first

3

Build the right team