



Scruffymonkey

Workshops



scruffymonkey.co.uk | info@scruffymonkey.co.uk | 01204 214228

About Us

At Scruffymonkey, we offer digital training and workshops that empower charities, businesses, and individuals across Bolton and the North West to take control of their digital presence. Whether you're looking to upskill in Ai, content creation, social media, or website management, our hands-on sessions are designed to help you succeed - **no jargon, just practical know-how.**

Based in Bolton, Scruffymonkey has been delivering award-winning web design and digital support services to businesses and charities across the UK for over a decade. We are tried, trusted, and friendly, with a portfolio of work that spans the UK and beyond.

We know that every organisation is different, which is why our training and support are flexible and tailored to your needs. Whether you're a small charity looking to build confidence online, or a larger organisation aiming to refresh your digital strategy, we're here to help your digital presence thrive.



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Our Training

At Scruffymonkey, we believe digital skills should empower, not overwhelm. Based in Bolton and serving charities, businesses, and individuals across the North West and beyond, our Digital Training & Workshops are designed to be practical, jargon-free, and genuinely helpful.

We offer a wide range of hands-on sessions tailored to your needs - from WordPress know-how and content creation to branding, social media strategy, and building digital confidence in Ai.

Whether delivered online via Zoom or in person at your organisation, we keep things flexible and friendly.



Why choose Scruffymonkey for your training?

- Friendly, experience-led learning - with over a decade of award-winning digital support under our belt
- Training that works whether you're a small charity or business aiming to boost your online presence
- Everything tailored just for you choose from scheduled sessions or ask us to design something bespoke for your team
- True up skilling of our team members saying you future time and money investments.

From 1:1 WordPress coaching to lively group workshops, we're here to equip you with the confidence and skills to control your digital world—with a touch of monkey magic, of course.



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Why Our Training Matters

The digital world is moving faster than ever — and charities are doing their best to keep up while juggling tight budgets, rising demand, and limited capacity. The latest Charity Digital Skills Report 2025 shows just how much support is needed across the sector:

Only 44% of charities

have a digital strategy in place (down from 50% last year).

69% of charities

say squeezed finances are the biggest barrier to digital progress.

Almost 2 in 3 charities (64%)

struggle with or don't use AI tools in their work.

55% of charities

admit struggling with SEO — meaning they risk missing out on being found online.

A third (33%)

are poor at digital campaigning, and **35%** are poor at online fundraising.

43% of charities

say growing staff and volunteer digital skills is a top priority.

It's clear: the will is there, but the skills and confidence often aren't.

Training changes everything

That's where our training comes in. By upskilling your team, trustees, staff and volunteers — you can:

- **Build confidence with digital tools**
- **Reach and engage more supporters**
- **Strengthen fundraising and communications**
- **Make better use of your website and data**
- **Save time and money with practical digital skills**

50% of charities now see training staff and volunteers as one of their most important needs, and demand for training courses has grown by more than 50% since last year.

Investing in training isn't a "nice-to-have" — it's essential for keeping your organisation effective, visible, and sustainable in a digital-first world.



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Digital Strategy & Planning for Charities

Creating a digital strategy doesn't have to be overwhelming. This course helps charities step back from the day-to-day and take a clear, practical look at how digital can support their mission. We'll guide you through setting achievable goals, choosing the right tools, and building a plan that brings your team together.

What you will learn

- **How to set realistic digital goals that support your charity's wider mission**
- **The tools and platforms that make the biggest difference (without overcomplicating things)**
- **How to align trustees, staff, and volunteers so everyone feels confident and included**
- **Ways to measure success and keep your strategy on track**

Who is it for

This course is ideal for trustees, managers, and staff who want to move beyond "trying things out" and develop a joined-up digital plan. Whether you're just starting out or want to refresh an existing strategy, this session will give you the clarity and confidence to lead your charity forward.



“Very detailed and useful workshop”



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Digital Storytelling for Charities

Every charity has a story worth telling — but knowing how to share it online in a way that inspires action can be tricky. This course shows you how to craft powerful narratives that connect with supporters, using words, images, and videos to bring your cause to life.

What you will learn

- **How to create compelling stories that inspire donors, volunteers, and supporters**
- **Practical tips on using images and video to make your messages more impactful**
- **Free and low-cost tools (like Canva) to design professional-looking content without breaking the budget**
- **How to adapt your story for different platforms (website, social media, email)**

Who is it for

Perfect for staff, volunteers, or trustees responsible for communications and fundraising. No design skills needed – this course is for anyone who wants to learn how to tell their charity's story in a way that engages hearts, minds, and action.



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“
**Easy to
understand
and well put
together**
”

Website Basics & Content Management

Your website is often the first place people go to learn about your charity - but keeping it updated and effective can feel daunting. This course takes the mystery out of managing a WordPress (or other CMS) site and shows you how to keep your content fresh, accessible, and search-friendly.

What you will learn

- **How to confidently update and maintain your WordPress or CMS website**
- **Writing blogs and landing pages that are both engaging and SEO-friendly**
- **Accessibility basics - making sure your website works for everyone, including people with disabilities**
- **Simple tips to keep your site secure, reliable, and easy to use**

Who is it for

This course is designed for staff, trustees, or volunteers who are responsible for keeping the charity's website updated. No technical background needed - if you can use Word, you can manage WordPress!



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“I’m a novice with websites so it was a great workshop to gain knowledge and understand more”

Creating Content That Connects

From heartfelt stories to inspiring newsletters, the right content can make all the difference in how supporters see and engage with your charity. This course shows you how to create content that resonates - building trust, raising awareness, and inspiring action.

What you will learn

- **How to write stories and case studies that move people to care and give**
- **Tips for crafting engaging blogs and email newsletters that keep supporters connected**
- **Using video as a powerful storytelling tool - without needing big budgets**
- **How to plan and repurpose content so your message reaches further**

Who is it for

Ideal for staff, volunteers, or anyone responsible for communications, marketing, or fundraising. No prior experience needed - just a willingness to learn how to share your charity's voice with impact.

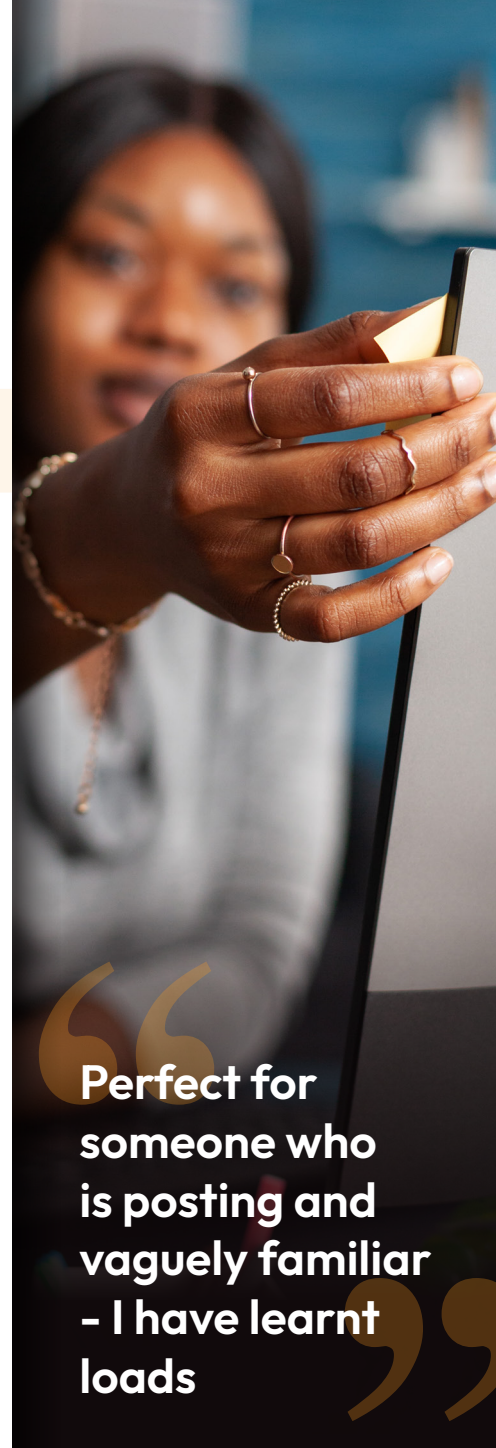
“Perfect for someone who is posting and vaguely familiar - I have learnt loads”



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Branding for Impact: Visual Identity & Messaging

Your brand is more than just a logo - it's how people recognise and trust your charity. This course helps you build a consistent visual identity and tone of voice, so every email, flyer, and post tells your story in the same confident, professional way.

What you will learn

- **Why consistent logos, colours, and fonts build recognition and trust**
- **How to develop a clear, authentic tone of voice for your charity**
- **Using storytelling to strengthen your brand and connect with supporters**
- **Practical tips for applying your brand across websites, social media, and printed materials**

Who is it for

Perfect for charities that want to refresh their image or create stronger brand consistency. Trustees, staff, and volunteers involved in communications, design, or fundraising will all benefit from learning how to represent the organisation with clarity and confidence.



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The pace of the workshop was perfect, Lin and Chris pitched it brilliantly!

Social Media Management for Charities

Social media is one of the most powerful tools charities have to connect with supporters, share stories, and raise funds - but without a plan, it can feel overwhelming. This course helps you take control, showing you how to plan, schedule, and post content that really engages.

What you will learn

- **How to plan and schedule posts effectively using tools like Buffer or Hootsuite**
- **Best practices for storytelling and engagement on Facebook, Instagram, LinkedIn, and TikTok**
- **Tips for creating content that builds community and inspires action**
- **How to use social media analytics to measure success and refine your approach**

Who is it for

Perfect for staff, volunteers, or trustees responsible for running social media channels. Whether you're brand new to social media or looking to boost your charity's impact online, this course will give you the skills and confidence to manage it effectively.

A highly informative session, delivered with both professionalism and humour. Came away with a solid plan for future social media engagement, and a much more positive and confident outlook on the process.



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AI for Charities:

From the beginning and getting it right

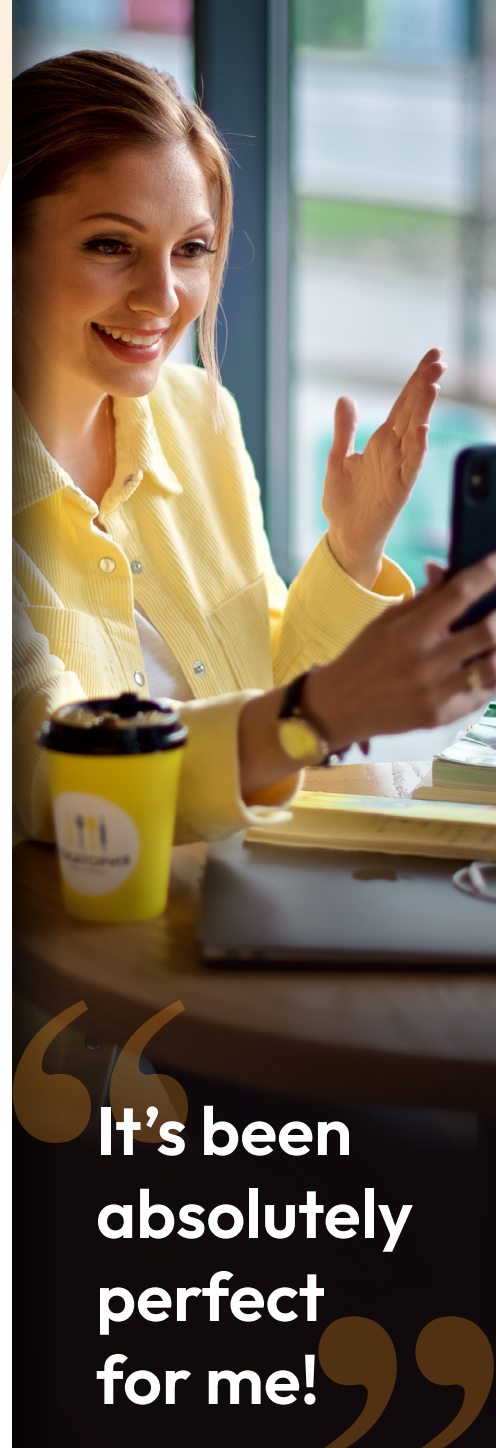
AI is no longer just a buzzword – it's already helping charities write content, answer donor queries, and analyse data. But for many, it still feels overwhelming. This course makes AI practical and accessible, showing you how to use tools like ChatGPT in everyday charity work to save time, boost confidence, and free up staff and volunteers to focus on what really matters.

What you will learn

- **What AI is (and isn't), and how it's already being used across the charity sector**
- **Hands-on practice with ChatGPT: from drafting fundraising emails to creating social media posts and volunteer campaigns**
- **Prompt-writing frameworks (like RTF, TAG, and CARE) to get better results from ChatGPT**
- **Free and low-cost AI tools for communications, fundraising, operations, and analytics**
- **Key ethical considerations: transparency, bias, privacy, and inclusivity**

Who is it for

Ideal for trustees, staff, and volunteers who want to understand AI and start using it straight away. No tech background required – just curiosity and a willingness to try something new. Whether you're cautious about AI or eager to dive in, this course will give you the confidence to use it responsibly and effectively.



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Frequently Asked Questions

Do we need to be tech experts to attend your training?

Not at all! Our sessions are designed to be jargon-free and practical. If you can use Word or send an email, you'll be able to follow along.

Where do the workshops take place?

We deliver training both online (via Zoom) and in person. If you're local to Bolton or the North West, we can come to you. Otherwise, our online sessions make it easy to join from anywhere in the UK.

Can you create bespoke training for our organisation?

Absolutely. Every charity is different, so we often create custom workshops tailored to your specific needs, tools, and goals.

How many people can join a session?

We're flexible. From 1:1 coaching to small team workshops or larger group sessions, we'll shape the training to suit your organisation.

Do you provide follow-up support after the training?

Yes — we want you to feel confident long after the session ends. We can provide resources, recordings (for online training), and ongoing support if needed.

How much does the training cost?

Prices vary depending on the type of course, format, and whether it's bespoke and the amount of travel required. Get in touch and we'll provide a clear, no-obligation quote.

What if our staff or volunteers have different skill levels?

That's very common! Our training is designed to be inclusive. We adapt the pace and content so everyone feels supported, whether they're a beginner or more experienced.

What if we're not sure which course is right for us?

No problem — give us a call or drop us an email. We'll chat about your goals and recommend the best training option for your organisation.

Why choose Scruffymonkey for training?

Because we've been delivering award-winning digital support and web design for over a decade. We're friendly, approachable, and trusted by charities across the UK to make digital simple and practical.



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What Next?

We hope this guide has given you a flavour of the training and support we can offer your charity or non-profit. The next step is simple - let's talk about how we can help your organisation grow in confidence with digital.

To get started,
scan the QR
code or visit



www.scruffymonkey.co.uk/workshops

At Scruffymonkey, we know that every charity is different. That's why, alongside our core courses, we also design bespoke workshops and training programmes tailored to your organisation. We even deliver 121 training sessions if need. Whether you want to up-skill your team on a single tool or build a full digital strategy, we'll create a session that works for you. Our workshops are all designed to be delivered in a morning or afternoon session.

Let's make digital simple, practical, and impactful.



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“Scruffymonkey have facilitated a number of workshops for us, specifically designed to give social entrepreneurs the tools, skills and confidence they need to make their digital presence work for their organisation. The content has always been spot-on, with attendees being given lots of hands-on activities and resources that mean they leave with a real plan of how to move forward. His delivery is brilliant – honest, direct, energetic. People leave with a real sense of motivation and a plan of what to do next. I wouldn’t hesitate to recommend Scruffymonkey to deliver your digital skills workshops.”

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