3 PACK PROGRAM

Hands on digital and AI tools and skills to help African SMEs, nonprofits, and public institutions work smarter, stay secure, and grow their impact.

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SNAPSHOT

How It Works

African Small and Medium Enterprises (SMEs), Nonprofit Organizations (NPOs) and Public Institutions (PIs) frequently face similar operational challenges such as:

Limited staffing capacity with overlapping responsibilities, fragmented workflows, inconsistent content planning, underutilization of data, and gaps in digital security.

The **3 Pack Program** is designed to fix these gaps through short, practical, and results focused sessions.

Participants choose any **3 out of 6 modules** based on their most immediate needs.

Each module is a complete **90 minute learning experience** with live examples, hands on activities, and immediate action points.

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MODULE MENU

module 1

Building a Strong Digital Presence

module 2

Artificial Intelligence (AI) for Capacity, Automation, and Efficiency

module 3

Data, Measurement, and Decision Making
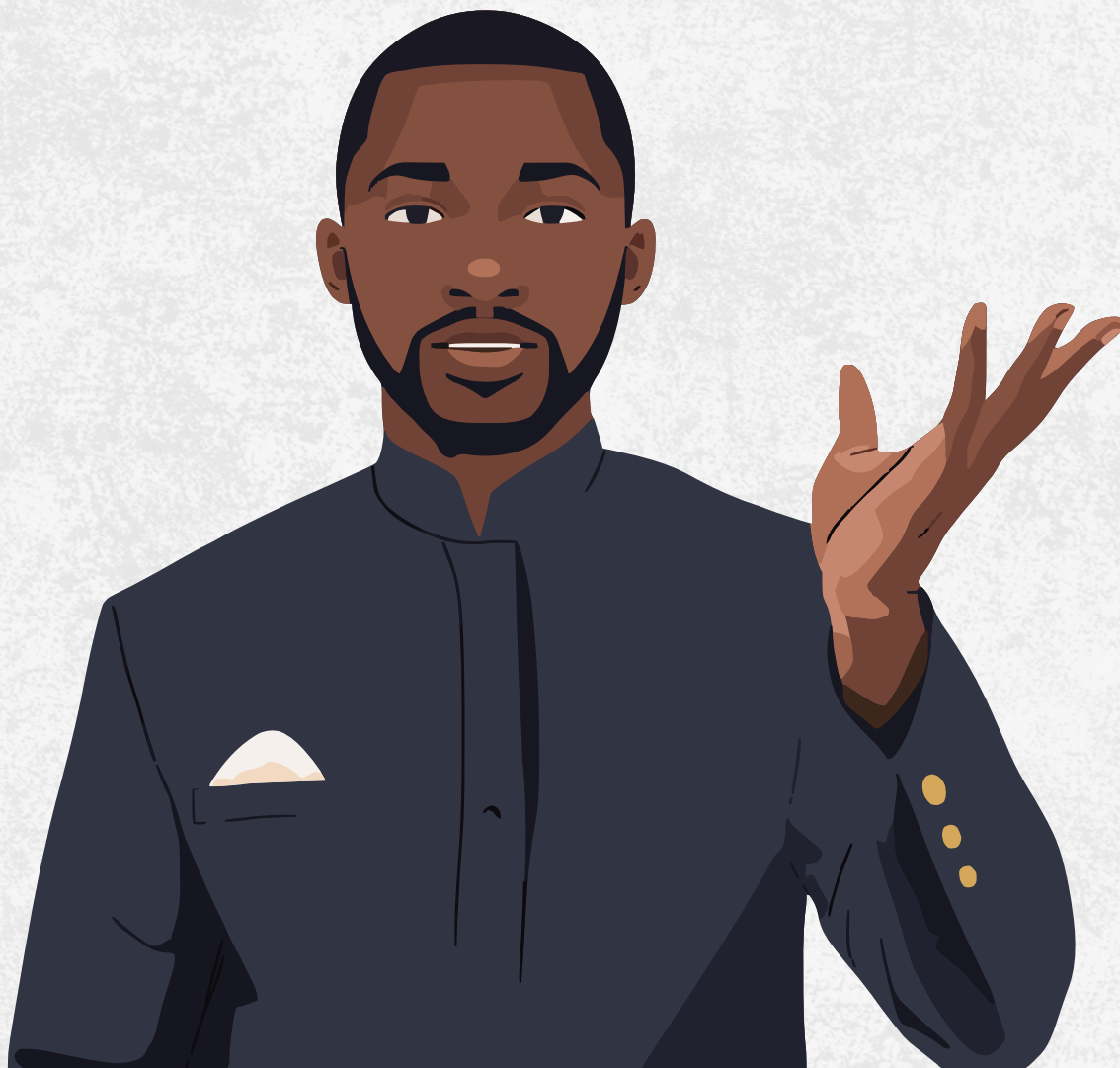
module 4

Content Systems and Storytelling

module 5

Cybersecurity, Data Protection, and Digital Safety

module 6

Request Module (Custom Need)

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module 1

BUILDING A STRONG DIGITAL PRESENCE.

Your digital footprint shapes first impressions. This module helps you strengthen websites, social profiles, and search visibility to build trust, credibility, and reach.

Learn to align messaging with audience needs, fix weaknesses quickly, and monitor progress for measurable impact.

- Optimize website speed, navigation, Search Engine Optimization (SEO) and mobile compatibility.

- Strengthen brand positioning with consistent visuals and voice.

- Improve social media engagement through purposeful posting.

- Claim and update Google Business Profile for search visibility

- Track reach, engagement, and inquiry response times.

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ARTIFICIAL INTELLIGENCE (AI) FOR CAPACITY, AUTOMATION, AND EFFICIENCY

AI can streamline work without advanced technical skills. This module covers safe, effective AI uses, simple automation builds, and prompt creation for consistent results. Focus on improving team productivity while protecting sensitive data.

◉ **Identify repetitive admin, content, and communication tasks.**

◉ **Build a no code workflow using tools such as Zapier or Make.**

◉ **Draft reusable AI prompts for predictable outcomes.**

◉ **Apply AI safely, avoiding data and compliance risks.**

◉ **Map a first automation workflow with clear testing steps.**

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🌀 module 3

DATA, MEASUREMENT, AND DECISION MAKING

This module will help your organization track what really matters and cut out the noise. You'll learn how to use simple dashboards to see where your efforts pay off and where they don't. For example, if Facebook brings in more engagement than email, you'll know to shift focus. The goal is to turn everyday data into clear choices that grow your impact.

🌀 Select KPIs tied to organizational priorities.

🌀 Create a streamlined data and contact collection process.

🌀 Use tools such as Looker Studio to build a live dashboard.

🌀 Combine quantitative and qualitative data for better context and decision making.

🌀 Establish a regular review and improvement cycle.

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CONTENT SYSTEMS AND STORYTELLING

Consistent, high quality content builds trust and action. This module shows you how to organize your media library, plan ahead, and tell impactful stories. Learn to balance campaigns with sustainable content production.

- **Structure, create and manage content repositories.**
- **Develop a quarterly editorial calendar with themes.**
- **Use story arcs tailored to platforms and audiences.**
- **Balance original, curated, and user generated content.**
- **Improve reach with targeted distribution and good email hygiene.**

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module 5

CYBERSECURITY, DATA PROTECTION, AND DIGITAL SAFETY

Digital safety is essential for trust and compliance. This module equips you with the tools and practices to protect systems, accounts, and sensitive data while meeting legal obligations.

- Implement strong password and access controls.

- Enable Two-Factor Authentication (2FA) across key accounts and systems.

- Apply data protection laws (POPIA, NDPR, GDPR) where relevant.

- Securely store and back up sensitive information of your most important content

- Activate one critical security improvement during training.

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REQUEST MODULE (CUSTOM NEED)

Some needs require a tailored approach. This module delivers a focused solution to a priority challenge, from campaign fixes to workflow design. By session end, you leave with a working prototype or clear first steps.

- **Define goals, constraints, and success measure?**
- **Select "fit for purpose" tools and methods?**
- **Build and test a solution in session?**
- **Gather feedback and adjust in real time?**
- **Assign follow up actions for quick implementation?**
- ⚠️ **Define what your custom need is in the request form at *digitodawa.com/3pp***

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OUTCOMES

By the end of the 3 Pack Program, participants and teams will:

- Complete at least one meaningful improvement(s) for each chosen module.

- Apply tools and templates to save time, improve reach, and reduce risk.

- Integrate secure and ethical digital practices, including AI use.

- Set up sustainable systems for content, data, and decision making.

- Know their next steps for ongoing growth and support.

- A completion certificate to the participants

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NEXT STEPS...

If you're ready to build practical digital and AI skills in your team or network, get in touch to explore the 3Pack Program.

You can request a detailed info pack, schedule a quick discovery call, or apply directly.

We also offer a small number of free slots for mission driven organizations doing important work with limited resources.

How To Apply

- digitodawa.com/3pp
- 3pp@digitodawa.com

$150

Promo limted slots for dates starting Ocotber 2025

The minimum number of participants per team is 3 and maximum 6

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Thank you!

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