

Ideas to Help Colombia

The representatives of 3 important international organisations came to Bogotá on Wednesday (18th November) to share their experiences with leaders of Colombian civil society. Read on to find out more about the meeting:

GuideStar International, Global Giving and Donors Choose are three organisations that every year help channel millions of dollars in donations and link thousands of volunteers to projects throughout the world that work in areas income generation, education, health and other causes.

These organisations were represented by Caroline Neligan, John Hecklinger and César Bocanegra respectively. They presented their work at the seminar 'Fundraising and Innovation in NGOs' organised by Conexión Colombia.

The three speakers, joined also by representatives of important Colombian organisations who participated in panels and presentations, described to over 200 delegates strategies to help NGOs generate donations, increase the impact of their projects and harness globalisation to drive the country and its people forward.

In a presentation, titled 'Transparency and Access to Information Generates More Impact for NGOs', Neligan showed how credibility is the most valuable asset for an organisation, "Donors will give to organisations who can demonstrate they are making good use of funds".

In his presentation, "Creating Urgency- mobilising donors through new challenges and social media", Hecklinger explained how organisations and the general public can use social media to articulate their work for social causes, as well as using these media to create donor networks to generate support for a cause and raise awareness of projects and campaigns.

He also announced that Colombian nonprofit organisations will be able to participate on the Global Giving platform that currently displays projects in over a hundred countries and since 2002 has channelled over \$20.7 million from over 49 thousand donors worldwide.

It was in this context that Conexión Colombia announced its alliance with Global Giving. This will enable 43 member foundations to have privileged access to the network that will act as a window to their projects thereby increasing donations.

Finally, Bocanegra in his presentation 'Using Web 2.0 Tools to Create Social Change in Education', showed how the internet can be used to promote an organisation's cause. Using successful examples from Donors Choose, Bocanegra showed how Twitter, Facebook and other social networking sites can generate real alliances to achieve social change.

'Fundraising and Innovation in NGOs' was the first of a series of forums that Conexión Colombia will organise to raise national awareness to key concepts such as social responsibility, philanthropy and migration.

(Translated from the original Spanish text <http://www.conexioncolombia.com/tres-razones-para-ayudar-a-colombia.html>)