

A decorative graphic consisting of a thin yellow circle on the left side. A horizontal bar, divided into a light olive green section on the left and a light grey section on the right, spans across the middle of the slide. A large black left square bracket is positioned on the left side of the olive green section, and a large yellow right square bracket is on the right side of the grey section. The title text is centered within the olive green portion of the bar.

E-Services for NGOs

ESCWA

December 28, 2009

[Problem]

- NGOs need a wide variety of funding sources
- More resources are helpful
- Greater resources ability to 'do business'

[Solution

Utilize online fund raising tools to
gain more resources

[Options:

- Build your own Internet system
- Use online souq systems

[Build Your Own]

- Start your own online footprint
 - Blogs
 - Twitter
 - Photostreams
 - Portal

[Build Your Own]

- Pro:

- Control
- Free or nearly free

- Con:

- Difficult
- requires continuing investment
- needs high tech skills that are not always readily available
- international business services

[Utilize Online Souq]

- What they are:
- gather products, artisans, websites and package them for sale

[Utilize Online Souq]

- Benefits:
 - Reduces technical complexity
 - Can offer additional services
 - Address need for business services
 - Inherit online community

[Regional Examples of Online Souqs]

- Fair Trade Egypt
- Fair Trade Lebanon

[Global Examples of Online Souqs]

- Global Giving
- Good Gifts

[How to Participate]

- Due Diligence!
- Each product has a different level of research necessary for listing.

[How to Participate]

Givewell.net

- Looks for:
 - Ability to execute, comparative benefits

[Summary]

- Many valuable opportunities exist for NGOs to gather more resources online
- Online souqs are likely to be the best match for most NGOs
- The effort needed to participate in these systems is well worth it.



Thank You