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ABSTRACT

DIANA JEAN S. MARTINEZ, University of the Philippines Open University, Los Baños, Laguna. May 5, 2012, A Case Study on the Use of Multimedia in Resource Mobilization and Advocacy Work of Upland NGOs: The Cases of the Kalahan Educational Foundation (KEF), Koalisyon ng Katutubong Samahan ng Pilipinas (KASAPI) and the Upland Marketing Foundation Incorporated (UMFI)

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Multimedia is known to facilitate communication with and heighten awareness of the target audiences. It obliterates distance and time as it provides accessibility and interactivity at any time and at any place, although several technical considerations have to be considered as well.

The study aims to contribute to the limited information on NGOs, particularly on the small to medium sized upland NGOs' usage of multimedia. This study looks at the multimedia capacity of these organizations, as well as the multimedia material, tools, and applications being utilized by upland NGOs in their activities particularly in fund sourcing and advocacy initiatives. It also attempts to determine the effectiveness of these multimedia applications according to the purpose by which these were adopted.

The study shows that there is a wide recognition of the immense capacity of multimedia in information dissemination in general and upland NGOs are currently utilizing various multimedia applications and tools in project implementation, resource mobilization and advocacy support. Effectiveness of these applications has also been rated to be very effective where desired output was completely achieved.