# Bankia Launches Índicex Social, A Tool To Measure The Digitalización And Information Transparency Of NGOs

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The entity, with the collaboration of the Lealtad Foundation and the Spanish Association of Foundations, makes a free self-diagnosis system available for the associations of the third sector

The tool analyses over one hundred parameters grouped into seven areas offering a global score and a comprehensive improvement report

The dossier, with a maximum score of 10, analyses the following aspects: Transparency of information; Membership and donations; Content and social media; Mobility; SEO positioning; Digital Marketing, and Web Analytics

Bankia, in collaboration with the Lealtad Foundation and the Spanish Association of Foundations, launches Bankia Índicex Social, a self-diagnosis tool that allows associations and foundations to measure the level of communication and digital transformation of their organisation and analyse, in a simple way, the transparency of their information and their Internet presence.

Through the analysis of one hundred parameters grouped into seven areas, civil society organisations receive a complete free report of more than 50 pages instantly containing details and custom recommendations for improvement in the field of digital transformation and transparency.

With simple words, the report offers advice to achieve a better positioning on the Internet and thus achieve more effective communication methods to improve its fundraising strategy.

The tool, which gives a maximum score of 10, measures seven fundamental aspects for the analysis of the presence and communication level of the entity on the Internet: Transparency and information; Membership and donations; Content and social media; Mobility; SEO positioning; Digital marketing, and Web analytics.

Bankia is firmly committed to NGOs and we want to support them in their digital transformation process, since having a good Internet presence is fundamental to show their important daily work and to achieve, in this way, an increase in membership and donors.

David Menéndez

Bankia's Director of Corporate Social Responsibility (CSR)

'Bankia is firmly committed to NGOs and we want to support them in their digital transformation process, since having a good Internet presence is fundamental to show their important daily work and to achieve, in this way, an increase in membership and donors', highlighted Bankia's Director of Corporate Social Responsibility (CSR), David Menéndez.

Menéndez stressed, in this regard, that Bankia wants to 'be on the side of all the organisations that are concerned about the development of their immediate environment, serving vulnerable groups and having a positive impact on society.'

For her part, the director of Institutional Relations of the Lealtad Foundation, María Eugenia Larrégola, has stressed that 'the Internet is a key and essential element for NGOs to communicate with their target audiences.' 'For the information to be actually transparent, it is essential that the websites have certain, up-to-date content that is relevant to users because all this contributes to generating trust in the association and improving the loyalty of their members', she added.

'Índicex Social Seal'

Bankia Índicex Social provides a complete dossier for NGOs to identify their strongest areas and their improvement areas in terms of digital transformation and thus show them whether their communication actions on the Internet are suited to the new digital world.

The report provided by Bankia to foundations and associations includes indicators that allow them to adapt to the digital world and keep in mind the requirements they have to meet so their messages are

received by society in an effective manner.

Through the 'Índicex Social Seal', NGOs can show their score on their website and thus communicate their online presence.

In this line, the director of the Spanish Association of Foundations, Javier Nadal, said that 'digital transformation is a requirement and an opportunity that we must utilise to improve transparency, management and service to the recipients of our projects and activities'.

The launch of this tool supports the work of NGOs do and is part of Bankia's commitment to associations and foundations, while reinforcing the work of the Spanish Association of Foundations and the Lealtad Foundation in its commitment to transparency.

Bankia

Bankia consolidates and reinforces its commitment to society through five priority lines of social action: employment, training, housing, local and rural development and disability. The financial institution focuses its social investment on these areas and maintains its commitment to society through the involvement of its entire structure and professionals. The Corporate Social Responsibility policy is all-encompassing and approachable, as it links the social actions of the bank with its business in the areas in which the professionals themselves find socio-economic problems and vulnerable groups.

Lealtad Foundation

The Lealtad Foundation is a non-profit organisation whose mission is to promote the trust of society in NGOs to achieve an increase in donations, as well as any other type of collaboration. It was the first entity to develop a methodology for analysing transparency and good management practices of Spanish NGOs. A work that has been carried out since its creation in 2001, based on its values of independence, transparency, solidarity and accuracy. The Lealtad Foundation grants the Certified NGO Seal to the analysed organisations that comply with the nine Principles of Transparency and Good Practices.

Spanish Association of Foundations

The Spanish Association of Foundations is a private and independent association of national scope. It brings together 804 Spanish foundations of all sizes, purposes and fields of action. It is the most representative entity of the sector at a national level and the second most important in Europe. Its mission is to work for the benefit of the whole foundation industry in favour of its development and strengthening.

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