

Communicating CERF's value and impact



November 2020

OCHA is continuously working to support donor visibility and to help donors demonstrate CERF's impact to their constituents. As part of this work, OCHA collaborates directly with donor communication teams to develop tailored materials and approaches to communicate on shared results achieved in partnership with OCHA

and the Pooled Funds (Country Based Pooled Funds (CBPFs) and CERF). OCHA has also developed a series of products and services to broaden its channels for real-time information on CERF allocations available to donors, partners and the general public.

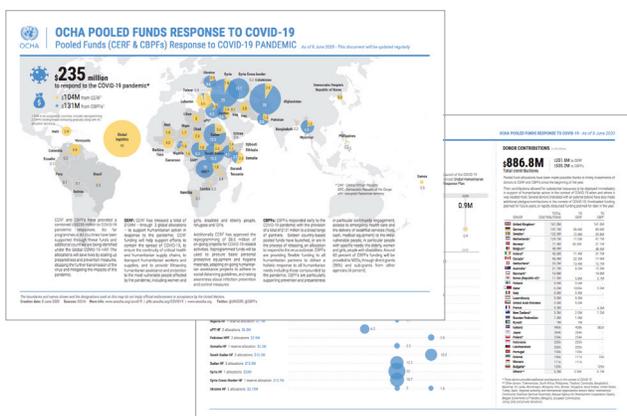
ILLUSTRATING THE IMPACT OF CONTRIBUTIONS

CERF's reach and impact in 2020

In the context of record-high global humanitarian needs in 2020, OCHA developed a set of products and tools to provide tailored information on CERF allocations and reflect the Fund's critical and broad response to the COVID-19 crisis and other urgent global humanitarian needs. Products developed include e.g. a weekly infographic on Pooled Funds Response and tailored profiles and donor attribution overviews to link contributions of specific donors to results achieved through CERF.

CERF Annual Results Report – 2020 Edition

In 2020, OCHA combined previous reporting products into the first CERF Annual Results Report. The report provides a consolidated review of the actions CERF undertook in 2019 and the results obtained with donor investments in the Fund. The report provides donor visibility and is a tool for donors to express their support to CERF, including through quotes from their high level representatives.



NEW Pooled Funds Business Intelligence Platform – real-time updates

OCHA is also broadening its channels for information on CERF allocations available to donors, partners and the general public in real-time. This includes the option to sign up to automatic email updates on CERF allocations as well as a new online portal “the Pooled Funds Business Intelligence platform”, displaying allocations both by CERF and the CBPFs. This new platform, to be launched before year-end, will provide a wide array of interactive visualizations allowing donors easy access to data on how individual contributions have been allocated across global humanitarian operations.



PROMOTION ON DIGITAL PLATFORMS

OCHA produces impact stories and film-clips, explaining CERF’s value and reach, for publication on CERF’s dedicated website cerf.un.org and on Twitter (@UNCERF). OCHA also offers tailored versions to donors to support them with illustrating the value of CERF on their public platforms.

Social media

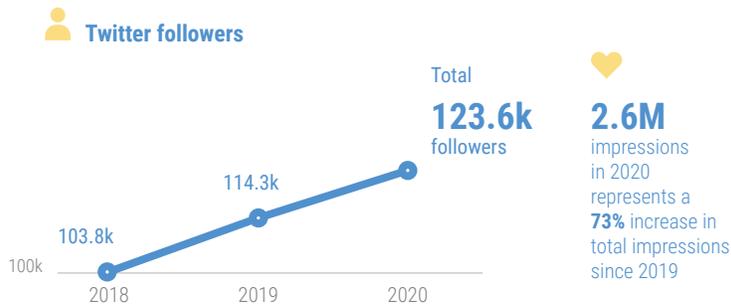
OCHA’s social media engagement regarding CERF has prioritized acknowledging donor contributions and promoting CERF’s added value and achievements, in collaboration with donors.

In 2020, OCHA produced an array of social media messages and graphics to thank donors and to illustrate results achieved through CERF. Messaging and timing for publication of tweets is the result of a discussion between OCHA and donors. Since January 2020, CERF’s social media account reached close to 2.6 million people and has grown by 8 per cent with over 123,600 followers.

Furthermore, targeted digital assets and toolkits have enabled partners to actively engage with CERF on main platforms and join the momentum ahead of major announcements or events.



CERF Twitter account growth



CERF HIGH-LEVEL PLEDGING EVENT

OCHA convenes an annual high-level pledging event in December to showcase CERF's response throughout the year and appeal to Member States for continued and increased support. Donors and recipient Member States are key partners in this event. To promote the event and to showcase CERF's impact OCHA develops communication and visibility materials, which are shared with donors ahead of the event.

This year's event on 8 December 2020 will showcase CERF's record allocations in 2020 and its agile and innovative response to the COVID pandemic. The event will mark a stand in solidarity with people in need of humanitarian assistance around the world reflected by a social media campaign "Voices from the field".



Top CERF tweet in 2020

121 Retweets
259 Likes
130,000 impressions
12,000 video views

