

Donor Visibility



Strengthening the global visibility of OCHA's achievements and support from its donors is a core element of corporate resource mobilization.

In 2018, as part of a wider reorganization, OCHA created a Donor Visibility Unit (DVU) from existing capacities to ensure donor visibility and support advocacy for OCHA and its pooled funds. The unit is uniquely placed in the Donor Relations Section to build on existing relations with donors and strengthen communications about the added value of OCHA and its pooled funds. Thus far, DVU has supported resource mobilization efforts for the Central

Emergency Response Fund (CERF) and Country-Based Pooled Funds (CBPF) by strengthening partnerships with communications specialists from key donors to better understand, and cater to their visibility and advocacy needs. An array of communication assets has been produced, including flagship publications, films, social media content and infographics, along with targeted key messages to demonstrate results and achievements.

Advocacy partners are critical in helping OCHA strengthen its efforts and position CERF and CBPFs as central financing tools for the humanitarian community.

Social media engagement

In 2019, DVU has produced an array of social media messages and graphics to thank donors for their support on OCHA's corporate and USG social media accounts. Messaging and timing for each asset is the result of a negotiation between DVU and donors which is packaged and delivered to OCHA's Strategic Communications Branch (SCB) for posting. DVU manages the entire process for the pooled funds accounts (@CERF and @CBPFs) and ensures amplification through OCHA's field offices.

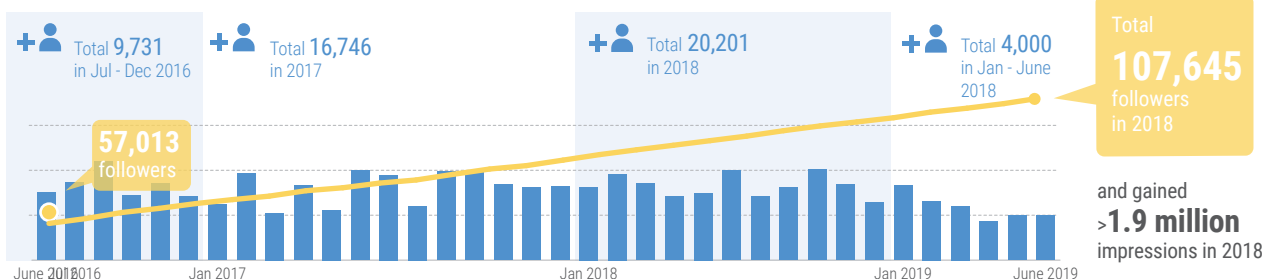
As an example, in 2019 thus far, CERF's social media account has reached closed to 1 million people and has grown by 7 per cent with over 107,000 followers.

A large part of this engagement has been prioritized for acknowledging donor contributions and promoting CERF's added value and achievements. Targeted digital assets and toolkits have enabled partners to actively engage with CERF on all platforms and join the momentum ahead of major announcements or events.



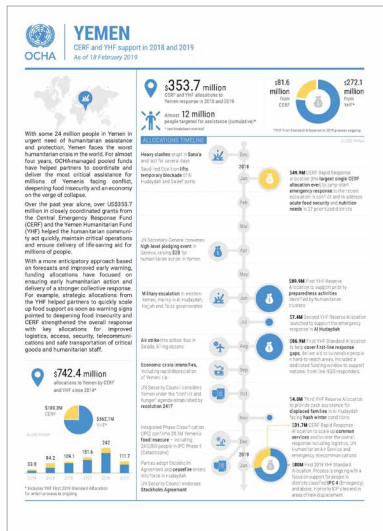
CERF Twitter account growth

Number of new followers



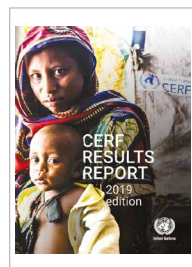
Public advocacy

Telling the story of CERF and CBPFs in a timely and meaningful way is vital to both leveraging more funding from other donors and steering resources towards underfunded and emerging needs as well as to promoting the visibility of the fund and enhancing public outreach. Additional effort is being done to convey the role of the pooled funds in results achieved and reinforcing its core features. Translation of specific communication products in other languages is a priority, including Arabic, especially to enhance engagement with donor Member States.



Flagship publications

In 2019, DVU produced, published and promoted several OCHA flagship reports, including CERF's Annual report and Results report, OCHA's report on the use of unearmarked funding. DVU has also supported the production and harmonization of 17 CBPF annual reports and produced the CBPF synthesis report, which brings together all CBPF reports to support advocacy and resource mobilization efforts. Many of these reports also provide a platform for donors to express their support to CERF in the form of quotes.



Digital outreach and fundraising

Public fundraising campaigns are an important tool to mobilize and engage with the general public to secure additional donations. DVU works closely with SCB to promote fundraising and awareness of the pooled funds.

In March, a targeted campaign to help people affected by Cyclone Idai in Southern Africa has raised a record of over \$150,000.

Second cyclone leaves trail of destruction across Mozambique

A powerful cyclone smashed into Mozambique on the evening of 20 April, less than a month after Cyclone Idai killed hundreds and devastated large areas. This is an unprecedented set of disasters for Mozambique. The latest cyclone, Kenneth, has destroyed homes, cut off power and left communities in ruins.

Your donations will help our emergency teams on the ground provide life-saving aid such as food, medical supplies and shelter.

DONATE TODAY

Establishing secure connection...

DVU also leveraged its digital and media outreach efforts to highlight contributions to crises that receive significant media attention. For example, DVU worked with media partners and donor communications teams to draw special attention to the largest ever allocation of \$125 million to support 13 underfunded emergencies, which was announced by Under-Secretary General for Humanitarian Affairs Mark Lowcock, at the 2019 World Bank Spring Meetings in Washington.

World Bank @WorldBank

.@UNReliefChief Mark Lowcock shared welcome news yesterday. A record \$125 million in emergency response funds will address some of the world's most underfunded crises. Another \$27 million will help relieve suffering in #Sudan WATCH: wrdl.bg/8Hw30opyde #WBGMeetings

Photo: Mark Lowcock speaking at a podium during the 2019 World Bank Spring Meetings.

Communicating shared results

Recognizing the need to promote more coherent communications and outreach on OCHA managed pooled funds, tailored messaging and products were created to enhance joint visibility efforts across various platforms, including CERF's website portal. Priority was given to joint infographics and messaging to support peer-to-peer advocacy of donors.



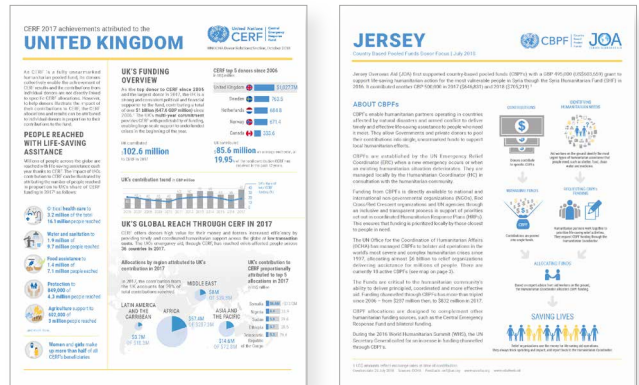
DVU has also created tailored clips for donors to support advocacy and resource mobilization efforts.

Belgium MFA @BelgiumMFA
 #InvestInHumanity
 We raised our annual contribution to the @UN Central Emergency Response Fund to 17 million euros for the coming two years.
 Here's why we support @UNCERF @UNOCHA



Illustrating the impact of contributions

Recognizing that public opinion has a major influence on aid budgets and related funding decisions, DVU has started working on donor profiles and attribution papers to link contributions of specific donors to results achieved through CERF and CBPFs. These are intended to illustrate a donor's impact through these mechanisms and facilitate internal advocacy at national and capital level.



OCHA continues to leverage events and high-level meetings to mobilize resource and advocate for the pooled funds. These events are typically amplified and announced via press releases, social media and other engagements.



Guidance and support to country offices

DVU continues to provide guidance to OCHA country offices and implementing partners to enhance visibility efforts and donor recognition at national level. Efforts include supporting the production and visualization of material, leveraging advocacy efforts at global level, sourcing and producing content, including video material, to highlight achievements.

