

# Donor Visibility



## CERF UPDATE

Strengthening the global visibility of Central Emergency Response Fund (CERF)'s achievements and support from its donors is a core element of OCHA's 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 within the Donor Relations Section in OCHA's Partnerships and Resource Mobilization Branch (PRMB) to build on existing relations with donors and look holistically at donor visibility needs for all of OCHA's services. Thus far, DVU

has supported resource mobilization efforts for CERF 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

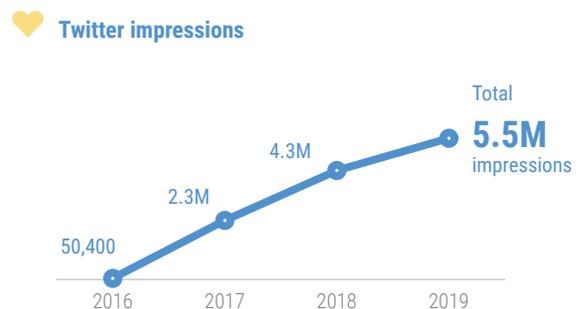
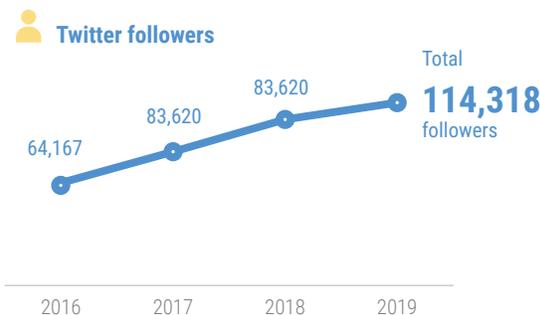
In 2019, DVU produced an array of social media messages and graphics to thank donors for their support on OCHA's corporate and USG social media accounts. Messaging and timing for each asset is the result of a negotiation between DVU and donors which is packaged and delivered to OCHA's Strategic Communications 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, since January 2019 thus far, CERF's social media account reached close to 1.3 million people and has grown by 7 per cent with over 114,000 followers.

Much of this engagement has prioritized 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





## Guidance and support to the field

DVU provides guidance to OCHA country offices and implementing partners to enhance visibility efforts and donor recognition in the field. Efforts include production and visualization support, leveraging advocacy efforts at global level, sourcing and producing content, including video material, to highlight achievements.



## Support to CERF High-Level Pledging Event

Similar to previous years, the lead up to the CERF pledging event in December is a critical time to advocate for CERF, highlight its unique value and urge Member States to contribute generously for 2020. DVU is producing a range of visibility assets, including a social media toolkit, that will be shared in advance with all partners. A series of short films that demonstrate CERF's support over the course of the year, specifically in the context of the four strategic priority areas, will complement these efforts.



## 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.

