Strengthening the global visibility of CERF achievements and support from its donors is a core element of OCHA’s resource mobilization and advocacy efforts.

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 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 CERF’s results and achievements.

Advocacy partners are critical in helping CERF strengthen its global position as a central financing tool for the humanitarian community.

Social media engagement

With more than 97,000 followers on Twitter and 7,700 likes on Facebook, CERF’s digital platforms have a global scale.

In 2018 thus far, CERF’s social media engagement has reached more than 1.4 million people. 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 thanks its donors for each contribution received.

CERF Twitter account growth

Number of new followers

<table>
<thead>
<tr>
<th>Month</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2016</td>
<td>57,013</td>
</tr>
<tr>
<td>Jan 2017</td>
<td>12,045</td>
</tr>
<tr>
<td>Jan 2018</td>
<td>27,047</td>
</tr>
<tr>
<td>Sep 2018</td>
<td>97,197</td>
</tr>
</tbody>
</table>

Total 97,197 followers in 2018

and gained >1.4 million impressions in 2018
Public advocacy

Telling the story of CERF 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 CERF 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 2018, OCHA published a range of publications to demonstrate results and illustrate added value, including the Annual Report and the Investment case. In June 2018 the second edition of CERF’s Results Report was published, including key information on people reached with CERF funding. The report provides donors with a consolidated analysis of the results enabled by their annual investment in CERF. As with all publications from CERF, the results report also provided a platform for donors to express their support to CERF.

Digital outreach and fundraising

Public fundraising campaigns are an important tool to mobilize and engage with the general public to secure additional donations and broaden CERF’s reach.

In May and June, a targeted Ramadan campaign raised donations from the public with a return of investment of 198%.

OCHA also leverages its digital and media outreach efforts to highlight CERF contributions to crises that receive significant media attention. For example, OCHA worked with media partners and donor communications teams to draw special attention to the recent US$15 million allocation for the response to the earthquake and tsunami in Indonesia to support its awareness and fundraising efforts.

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I released from the UN CERF $15 million yesterday to help with this. In fact, it is important, I think, to say that Great Britain, through the DFID, is the biggest contributor to that fund.

- Mark Lowcock, Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator
Joint communication with Country Based Pooled Funds (CBPFs)

Recognizing the need to promote more coherent communications and outreach on OCHA managed pooled funds, tailored messaging and products were create to enhance joint visibility efforts. Priority was given to joint infographics and messaging to support peer-to-peer advocacy of donors.

Illustrating the impact of contributions

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

OCHA has facilitated special ceremonies to mark partnership agreements with key donors. These events are typically amplified and announced via press releases, social media and other engagements.

Looking ahead

OCHA’s DVU kicked off a sustained communications drive to underpin resource mobilization efforts for CERF at the first-ever CERF UNGA event in September. Going forward, the initiative will add new story-based content featuring people benefitting from CERF funding and highlight the value of CERF as an effective tool enabling a quick and more efficient response.

The DVU will work together with “Champions of CERF” (including Advisory Group members and recipient agencies) to promote the value of contributions channeled through CERF among existing and potential donors. In the lead-up to the High-Level pledging conference in December 2018, this will include calling on Member States to stand by their shared commitment to the fund with a view to influencing end-of-year funding decisions. This will include:

- Development of quality, promotional materials for online and social media use
- Consult with donors to better understand immediate visibility needs and opportunities
- Package new and existing content and equip partners with tailored assets to enable peer-to-peer advocacy for CERF