Advocating for IFAD

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Research and Takeaways

- Interviews with Executive Board & Senior Management
- IFAD 2.0 Strategic Framework & related documents
- Results of the 2018 Corporate Reputational Study
- Key takeaways:
  - IFAD is unique and has a powerful story
  - The public feels positive about IFAD when they know what it does and its impact
  - A comprehensive, cogent, positive and unifying advocacy communications campaign is needed
  - Accessible and portable advocacy materials needed
Twelfth Replenishment

RURAL
PROSPERITY.
FOOD.
RESILIENCE.
Primary Goal and Objectives

Develop and leverage advocacy communications for a successful 12th replenishment:

- Facilitate “One Voice”
- Fact based, persuasive messaging and products tailored for target audiences and locations
- Timely and targeted digital and traditional media to increase IFAD’s relationships and visibility in Member State capitals
- Advocacy tools for Member State Representatives, management, staff and friends
Audience segments

- Member State Representatives & policy makers
- IFAD Staff
- General public
- Private sector Non-profit decision makers
IFAD12 Strategies

Advocates
- Member States, staff, IFAD Goodwill Ambassadors, Global Citizen

Media
- Timely & relevant stories and interviews in member state capitals

Digital/Social
- Website/social media aligned with key events and senior management travel

IFAD Staff
- Intranet, face to face meetings and special tools for awareness and support
IFAD12 Campaign Tactics

- Thematic Campaigns
- Videos
- Internet
- Toolkit
- Advocates
- Case for Investment

IFAD FIDA
The Case for Investment

- IFAD12 Case for Investment booklet & video

The narrative answers why … :
- invest in agriculture
- invest in the most vulnerable rural people
- IFAD is unique
- IFAD’s impact is sustainable
- Invest in IFAD
- IFAD offers the best return on your investment
IFAD12 Advocacy Tool Kit

- Soon in Arabic, French, and Spanish
- IFAD vision
- IFAD12 Case for Investment
- IFAD at a Glance
- Videos
- Stories: Case Studies
- Third Party Endorsements
- And more to come

IFAD12 Microsite: [www.IFAD.org](http://www.IFAD.org)
THANK YOU

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