



Advocating for IFAD

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 **IFAD | FIDA**



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

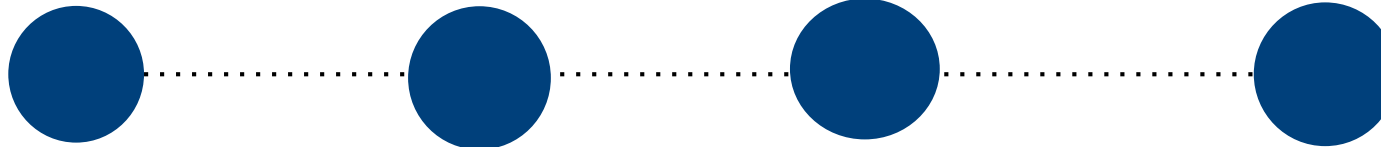
Timely & relevant
stories and
interviews in
member state
capitals

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



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

➔ **IFAD12 Microsite:** www.IFAD.org

- 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



THANK YOU

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MERCI

GRACIAS

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