IFCD FUNDRAISING AND COMMUNICATIONS STRATEGY

Overview
Content

• Strategic vision and approach
• Potential for growth
• Proposed phases for implementation
• Estimated cost
Strategic Vision and Approach

SUSTAINED AND MANAGEABLE GROWTH

- Strong “internal” support and commitment
  - Committee, State Parties, UNESCO Networks, civil society

- Surgical targeting, extensive prospect cultivation

- Focused and productive partnerships with PS & High Net individuals

- With multiple and diversified funding sources and schemes

- Recognized as a strategic and results oriented Fund
  - Proactive & bold communication. Distinctive & clear identity. Targeted & strong cases for support

- Attention to building blocks
Potential for Growth

- Private Sector
- High Net Worth Individuals
- Governments
Strategic Vision and Approach

1. Expand existing support base
2. Partnerships with PS/High net worth individuals
3. Signature partnership with PS

$ × 3

5 Years
By 2018:

- IFCD is highly respected among governmental donors and receives **regular financial support from at least half (62) the current countries that have ratified**.

- IFCD has developed **approximately six key private sector partnerships that bring 30% of resources**, but also broader visibility and credibility among ‘like-minded’ networks.

- IFCD has established **a signature partnership (cause-related marketing) with a global corporation** and is recognised as a powerful advocate for global action on the 2005 Convention.
ECONOMIC & UNESCO CONTEXT AND TRENDS

Proposed phases

Phase 1 (18 months)
Consolidating existing donor base

1. Implementation of *Your 1% counts for the Creativity*
2. IFCD rebranding
3. Generating UNESCO support and alignment
4. Start set up of building blocks

Estimated cost: **USD 399,500**

Content dev/packaging for internal use/distribution

MEDIA ENGAGEMENT
**Proposed phases**

**Phase 1 (18 months)**

- Consolidating existing donor base
  - 1. Implementation of *Your 1% counts for the Creativity*
  - 2. IFCD rebranding
  - 3. Generating UNESCO support and alignment
  - 4. Start set up of building blocks
  
  **Estimated cost:** USD 399,500

- Content dev/packaging for internal use/distribution

**Phase 2 (24 months)**

- Expanding to private sector
  - 1. Continue setting up building blocks
  - 2. Develop cases for support
  - 3. Securing partnerships with PS and High Net Individuals
  - 4. Implementation of Recognition campaign

  **Estimated cost:** USD 457,125

- Content dev/packaging for internal and external use/distribution

**ECONOMIC & UNESCO CONTEXT AND TRENDS**

**MEDIA ENGAGEMENT**
Proposed phases

ECONOMIC & UNESCO CONTEXT AND TRENDS

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Phase 2 (24 months)
Expanding to private sector

1. Continue setting up building blocks
2. Develop cases for support
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4. Implementation of Recognition campaign

Estimated cost: USD 457,125

Content dev/packaging for internal and external use/distribution

Phase 3 (18 months)
Securing an innovative funding mechanism

1. Establishing signature partnership: cause-related marketing
2. Advocacy campaign in partnership with media

Estimated cost: USD 351,625

IFCD direct and external engagement

MEDIA ENGAGEMENT
INCREASED VISIBILITY, AWARENESS AND SUPPORT FOR IFCD

Targeted, Regular, Relevant, Clear Messages & Unique Brand: Face to face, E-newsletter, facts & figures, events, packaged & multimedia impact stories, press releases, case studies, annual reports, financial statements, case for support, speeches, presentations etc....

INTERNAL NETWORKS

UNESCO HQ Sections
- Culture
  - section PI materials and web
- Partnerships
  - global donors fundraising case for support
- Comms/Media
  - international media, international events, global web

UNESCO Field
- Natcomms
  - nat. govt., local media, national civil society
- Regional FO
  - regional media, regional multilateral donors
- Creative Cities
  - nat. govt., local media, national civil society
- National FO
  - nat. media, civil society, in-country donor agency representatives

Gov. Delegation Paris
- MoFA
- MoCulture MoEducation

Global CS Networks
- Creative industries professional associations
- web, reports, events

Private Sector partners
- CSR, PIO
- Consumer base
- products, media, annual reports, web

Global media partners
- Dissemination through specialized (culture & development) print & broadcast
- web, reports, events

Concerned embassies, ODA offices, PIO, web, reports
- technical advisors, PIO, relevant culture networks, web, reports, nat. media

Feedback

PHASE 1 M&E PHASE 2 M&E PHASE 3
THANK YOU