Funding & Communications

The session on funding starts by identifying lesson learned, either based on recent emergency experience or based on a case study. Then participants identify actions that need to be taken in order to ensure robust and efficient procurement systems in future emergencies.

**Objectives:**

* To increase familiarity with range of different emergency donors and requirements, pros and cons of each.
* To identify lessons learned on communications and media relations.
* To identify action points to improve future capacity to access funding and fundraise in emergencies.

**Key Messages:**

* Talk to the donors before starting to develop a proposal and keep that dialogue going.
* Write a concept note first if it is an unsolicited.
* Staff up to manage the grant if you get it.

**Materials:**

* Pakistan Earthquake Case Study on Media & Communications

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| **Time** | **Method** | **Content** |
| 10 mins | PowerPoint | Brief presentation on the following funding structures, sharing experiences of working with each, and recommendations for good donor relations.  - CRS regional reserve / OverOps / O’Neil  - C.I. and their back donors  - OFDA  - ECHO (through European partner)  - UN agencies |
| 10 mins  40 mins  25 mins | Instructions  Re-read list of tasks  Group work  Presentations and discussion | **FOR CPS WITH RECENT EMERGENCY EXPERIENCE:**  Two groups work on accessing funding, two groups work on media & communications. Refresh participants’ memory of all the tasks related to funding and communications from Session 5B.  Answer the following questions:  Groups A&B work on accessing public and private funding:  - What was done well? Identify 3+ best practices.  - What problems were encountered? Identify 3+ lessons learned.  Groups B&C work on media and communications  - What problems were encountered and how were they overcome?  - What could be done better next time?  One group presents on each topic, and the other comments.  Summarize and draw out key lessons learned and best practices. |
| 10 mins  5 mins  40 mins  30 mins  15 mins | Reading in plenary  Instructions  Group work  Plenary  Plenary | **FOR CPS WITHOUT RECENT EXPERIENCE OF EMERGENCY RESPONSE:**  Distribute and read aloud the Pakistan Earthquake Case Study on Media & Communications. Invite one or two comments on the case study.  In groups, ask participants to:  i) Based on the scenario of an imagined disaster, identify what steps should be taken to access private and public funding, and meet all the media & communications needs. Write down up to ten steps to be taken.  ii) Then, using the Pakistan Earthquake case study and based on your own experience, identify three best practices for funding and communications.  Quick group presentations. Identify recurring themes and explore each in more detail.  Summarize the three key best practices for funding and communications. |
| 5 mins  15 mins  10 mins | Instructions  PowerPoint  Group work  Plenary | **ALL CPs:**  Ask participants to return to their groups and answer the following question:  What actions do we need to take now to improve fundraising and communications capacity in future emergencies?  Groupwork  Round robin debriefing, one idea per group. Discuss. |