

GDA SSP Evaluation Task Order 2 Communications Plan

Message	Audience	Action/ Plan
Learning & Knowledge Sharing – How do we learn more effectively going forward	USAID Corporate and NGO Partners	<p>Send USAID M&E personnel a letter from GDA or USAID Administrator, Executive Summary of the Evaluation Report and a copy of the Evaluation Top 10 Lessons Learned.</p> <p>Circulate templates for the GDA Idea Bank to GDA POC. The templates will capture key details of alliances such as particulars of a sector/ country, known partners, best practices, etc. The information will then be posted on the website and sent out to current and potential partners and alliance builders.</p> <p>Presentation by corporate partner on what Wiki Tools they could donate.</p> <p>Convene an expert committee of representatives from who have been involved with alliances (public, private and NGO sectors, to identify core indicators and draft reporting guidelines).</p> <p>Convene small meetings communities of practice by sectors to discuss their sector specific lessons learned.</p> <p>Have a brown bag targeted as knowledge management and M&E personnel.</p>
Evaluation Results (General)	USAID Washington USAID Missions Corporate and NGO Partners US State Department Millennium Challenge Corporation (MCC) PEPFAR Development Community	<p>Mail the GDA Points of Contact (POCs) and USAID Mission Directors a letter from USAID Administrator, and Executive Summary of the Evaluation Report and a copy of the Evaluation Top 10 Lessons Learned</p> <p>Mail private/ corporate partners a letter from USAID's Administrator, a copy of the Evaluation Top 10 Lessons Learned and the executive summary of the Evaluation Report.</p> <p>Email the Executive Summary to past GDA training participants.</p> <p>Post the report on the GDA website, DAI website and BSR website.</p> <p>Incorporate the main messages from the report into training materials.</p> <p>Develop a Press Release.</p> <p>Send out an Agency Notice.</p> <p>Hold USAID Bureau Briefings, highlighting key results of the evaluation.</p> <p>Hold interagency briefings with MCC, PEPFAR, and the US Department of State.</p> <p>Brown bag on next steps.</p> <p>Create talking points for Henrietta Fore on key/most noteworthy findings of the evaluation.</p> <p>Have a break-out session at Business for Social Responsibility's (BSR's) Annual Conference focused on the findings of the evaluation.</p> <p>Article in Frontlines on the business motivation for joining an alliance.</p> <p>Article in an academic journal co-authored by Tom on the topic of where are alliances are getting it right and where are they can improve.</p> <p>Article in a DAI Publication such as <i>Developments</i> or <i>Developing Alternatives</i>.</p> <p>Round table discussion at the Brookings' Institute or Wilson Center in early June with NGOs, private partners, and implementers to discuss what does and doesn't work a focus on the positive outcomes and accomplishments of GDAs. Ideally BSR, Tom Dewar, Kristi Ragan Henrietta Fore, and GDA Staff should participate. After the event, place the video on the website.</p>