



USAID
FROM THE AMERICAN PEOPLE

USAID **50** ANNIVERSARY

Finding
new ways
to tell our
story

CIVIC ENGAGEMENT PROGRAM II





USAID
FROM THE AMERICAN PEOPLE

CHALLENGES

Universal story:

- Reduced implementation
- Limited resources
- Uncertainty over timing



USAID
FROM THE AMERICAN PEOPLE

COPING

Mining what remains:

- ✓ Bringing in external resources to pivot
- ✓ Redesigning communications strategy
- ✓ Expanding communication capacity



USAID
FROM THE AMERICAN PEOPLE

ADJUSTMENTS

PROMISING PRACTICES:

1. Go back to basics
2. Ramp up internal capacity
3. Tell the one story from 360°
4. Use the narrative arc



USAID
FROM THE AMERICAN PEOPLE

GOING BACK TO THE BASICS

- Focus on USAID intent
- Foster key messaging in project communications

CONTRACT CHARACTERISTICS

- *Rapid response*
- *Flexible response*
- *Visible benefit*
- *Better quality of life*
- *Time-sensitive, critical initiatives*
- *Complementary*
- *Participatory*



USAID
FROM THE AMERICAN PEOPLE

RAMPING UP INTERNAL CAPACITY

- Simplify communications by focusing on change towards impact
- Introduce bottom-up planning and reporting
- Train up to expand out
- Illustrate, illustrate, illustrate



USAID
FROM THE AMERICAN PEOPLE

TELLING THE ONE STORY FROM 360°

- Uncover change/impact everywhere
- Listening to different voices



USAID
FROM THE AMERICAN PEOPLE

USING THE NARRATIVE ARC

- Tracing the change:
 - Daily communications
 - Telling Our Story (per quarter)
 - CEP II film