

**Critical Ecosystem Partnership Fund
Twenty-Sixth Meeting of the Donor Council
Brussels, Belgium
27 January 2015
10 a.m.-5 p.m. CET**

Phase III Communications Strategy Workshop (2 hours)

The goal of the workshop is to engage donors in a discussion to obtain input that informs CEPF's communications and branding strategy as CEPF prepares for a major scale-up of its program.

The evolution of the CEPF brand and the associated communications and marketing strategy will be based on the insights and perspectives provided by the Donor Council. The members of the Council are uniquely positioned to provide a clearer understanding of CEPF's core beliefs and values, current perceptions of the CEPF brand, key elements of CEPF's message and target audience profile, and ideas on how CEPF can be positioned as an indispensable partner – with commensurate funding – capable of overseeing and empowering civil society organizations to protect threatened biodiversity hotspots.

This “discovery” workshop will provide Donor Council input that will serve as a foundation for the communications strategy that will be developed over the following months. We will use this opportunity to learn more about what stories we need to tell about CEPF, its grant recipients and biodiversity hotspots to yield the financial support needed to achieve CEPF's collective goals. The session's aim is to pose questions that will elicit answers and help bring critical success factors forward.

CEPF Donor Council Communications Workshop Outline

1. Introduction and Goals (20 minutes)

Brief introductions of Earth Council Alliance Consulting representatives

Session description: Two-hour participatory workshop to capture opinions and expertise related to the CEPF brand, marketing and communications. Outline a process for developing an effective strategy and illustrate where this workshop falls in that process.

Approach: Use “Design Thinking” to inventory, prioritize and assess our strategic communications challenges and to then explore potential solution directions. Design Thinking is an iterative process that utilizes analysis to understand problems and synthesis to creatively ideate solutions.

Define Workshop success: What does success look like for this meeting?

2. Why CEPF? (30 minutes)

This brief exercise examines CEPF's Raison d'être from inception to the present.

- What is CEPF's mission?
- What are CEPF's core beliefs and values?
- Are these aligned with CEPF's brand?
- Why is biodiversity important/critical?

3. What is CEPF's Brand Positioning? (20 minutes)

This interactive exercise will explore CEPF's current state and potential directions for brand evolution.

- How is CEPF perceived today?
- How does CEPF wish/need to be perceived, vis-a-vis other NGOs/and others to meet its Phase III financial goals?
- What makes CEPF's work important/critical/similar and or different from other relevant players?
- How is CEPF's current position impacting development/fundraising?

4. What is the communications strategy development process? (30 minutes)

This iterative discussion reviews the process to achieve communication goals.

- **Persona Development exercise**

This brief exercise personifies the audience for CEPF's stories

- With whom are we communicating?
- * Age, gender, education, geography, interests, values, concerns, goals...
- Donors – Multi-lateral, bilateral, corporate, etc.

- **Identify Communications Spectrum**
 - What beliefs or actions of our persona do we wish to influence?
 - How do we move through the cycle?
 - * *Awareness* (none/positive/negative)
 - * *Consideration* (might donate)
 - * *Inclination* (would donate)
 - * *Action* (donate – quanta/timing/?)
 - * *Engagement* with the CEPF brand (exceeding expectations re: performance)
 - * *Activism* (Donors using their position to actively solicit the participation of others as donors)

5. Review Post-Workshop Process – (20 minutes)

This wrap up exercise will compare the workshop’s findings and pending report to the initial definitions of workshop success. It will highlight the process for developing the communications strategy.

- **Content strategy**
Work with staff and donors to develop narrative and images that generate emotional and intellectual response that deliver desired results.
 - What stories make our persona “care” about CEPF?
 - What images?
 - What content specifically drives “action”?
- **Media strategy**
The media grid illustrates “channels” for message delivery. It details “voice,” cadence, mission, etc. as well as priority of different channels. A sample media grid will be shown to illustrate potential implementations of the communications strategy.
- **Communications/marketing plan**
This section involves a discussion of the final report that will lead to these directives being integrated into the development of a CEPF branding and communications strategy for Phase III.

- What do we need to do to achieve our goals for 2015 to 2020?
- What are the next steps to evolving the brand and building the communications plan?

6. Report on Workshop Findings (post workshop)

Integrate input comments and decisions into a final recap document that is signed off by CEPF and the Donor Council.