

## Appendix 3 CEPF Website Audiences Report

CEPF works with a wide range of key audiences and their needs must be addressed. Our audiences fall into three broad categories – current and potential grantees, current and potential donors, and constituents and general public. These audiences want to see examples of our work and demonstrations of our effectiveness.

The Secretariat wants to use the website to support grantees and donors with a repository of knowledge products (models, tools and best practices)

### 1. Grantees

Who: Grant recipients and potential grantees range from small farming cooperatives and community associations to private sector partners and international organizations.

What they want from CEPF digital products:

- Easy and clear access to knowledge products, including but not limited to: models, tools, best practices, lessons learned, success stories, data, and documents
- Digestible knowledge products
- Guidance on how to replicate successes
- Connection with each other
- Easy access to knowledge products relevant to their location, topic, specialty area, or type of work
- Clear instructions/tools for responding to calls for proposals/applying for grants
- Clear indication of where CEPF is active and where CEPF has open calls for proposals
- Tools to help them manage and implement grants

What CEPF wants from them:

- Applications for grants
- Sharing of lessons learned/results
- Results information
- Stories about people and projects
- Engagement with CEPF's knowledge products



## 2. Donors

CEPF unites global leaders who are committed to enabling nongovernmental and private sector organizations to help protect vital ecosystems.

- Governments and multilaterals: EU, France, Japan, the World Bank, the Global Environment Facility. Potentially: Germany.
- Civil Society and Foundations: CI, MacArthur Foundation.

What they want from CEPF digital products:

- An online vehicle that allows grantees to easily and quickly access knowledge products (showing Secretariat support to grantees)
- Models for mainstreaming biodiversity conservation into public policy and private sector business practices
- Compelling storytelling with strong and bold visuals
- Data on results, impact and successes of CEPF

What CEPF wants from them:

- Reinvestment and new investments
- Recruitment of new donors
- Donors to act as brand ambassadors

## 3. General public

Who: The visitors to the Hotspots pages are our largest. CEPF doesn't target them, but should provide comprehensive and quick links between the Hotspots information and the work that CEPF does.

What they want from CEPF digital products:

- To learn more about biodiversity conservation in an engaging and compelling way.

What CEPF wants from them:

- To talk and write about CEPF to increase brand awareness (via academic papers, social media, etc.)
- When referencing Hotspots information, to cite and link to CEPF



## From the Communications Strategy

### Audience priority breakdown

Primary audience	What they feel stands out about CEPF	What they want from CEPF communications	What CEPF wants them to do
<b>Current donors</b>	Size of the fund, voice given to donors, scale of access to civil society	Results, connection to civil society, accessible content, public awareness	Maintain and deepen support
<b>Current RITs*</b>	Ease of communication, collaborative nature of relationship	Clear information on grant administration	Maintain and deepen relationship
<b>Current grantees</b>	Openness to grantee input, hands on nature, cross-sector connections (for-profit, government)	Access to and lessons learned from global peers, cross-sector connections, translation, less bureaucracy	Support work and deepen relationship
<b>Donor communicators</b>	Size of fund, prominence of donors	Results, high quality visual content, stories	Share CEPF messaging
<b>Potential donors (Multilaterals, donor nations, private sector, foundations,)</b>	N/A	N/A	Acquire support

\* CEPF is considered to be the Secretariat and RITs for the purpose of this plan. However, the RITs are also a primary audience as the Secretariat conducts regular communication with the RITs.

### Secondary audiences

- Potential RITs
- Potential grantees
- Governments where CEPF works
- Other potential partners (private sector and NGOs)
- Members of the public, particularly those interested in conservation and public spending in the donors' countries
- Donors' constituents (people who the donors communicate with on a regular basis)



## Ladder of engagement

The goal for the ladder of engagement is to figure out which communications will move each audience up the ladder, so that they become more involved with CEPF. Because CEPF has several different audiences with a variety of needs and desired actions, each audience is considered on its own ladder of engagement. Not all audiences will begin at the same place, and it will require different channels, materials, and experiences to move them up. Below is a framework for thinking about CEPF's audiences and how to successfully build relationships with them through communications.

	<b>Unaware</b>	<b>Observers</b>	<b>Supporters</b>	<b>Ambassadors</b>
<b>Who is this?</b>	Organizations and governments that care about conserving the world's ecosystems, but have not heard of CEPF	Organizations that know who you are, but have not taken action to become part of CEPF's network	Organizations that have committed to working with CEPF to further its mission	Organizations and governments that have had a positive experience with CEPF and work actively to recruit others to invest or partner with you
<b>What are they looking for?</b>	A clear understanding of why biodiversity matters, what needs to be done to protect it, and how their goals can be furthered by CEPF	Stories of success and impact that make them feel good about the future of biodiversity and the value of CEPF's approach	Evidence of CEPF's impact and measurable results that reassure them that their relationship with CEPF is important	A sense of community and support; reassurance that that CEPF aligns with and enables the work they do
<b>What do we want them to think?</b>	CEPF enables civil society to conserve biodiversity for the benefit of the environment and people	CEPF stands out from its peers because of the impact its network has on biodiversity	CEPF is an organization to support if we want to empower civil society to conserve the world's most critical ecosystems	Working with CEPF is essential to the goal of preserving biodiversity
<b>What do we want them to do?</b>	Learn about CEPF and start paying attention to its efforts	Participate with CEPF (fund, partner, apply for a grant, etc.)	See CEPF as a leader in biodiversity and commit to long-term partnership	Engage with CEPF regularly and recruit others to do the same
<b>How will we measure this?</b>	Website visits; media impressions; email subscriptions.	Event attendance; email opens and clicks; donations	Alliances facilitated by CEPF network; renew funding	Introductions to potential donors and partners; share CEPF work