**Pitching a Global Fund Story Replenishment to the press:**

**Some Tips for Pitching Your Story:**

* Do a little research and find out who the specific reporters are who have covered domestic resource mobilization, global health, the Global Fund or any of the three epidemics. Reach out to them specifically when pitching your story.
	+ Don’t forget about bloggers, online public forums and more traditional media in smaller media markets
* Find a key moment to pitch your story. Is there an event or day that can be linked to the story? International events such as the World Health Assembly, G7 and G20 meetings, or the World Malaria congress may be good opportunities to link the story. Take a [look at our calendar](http://www.globalfundadvocatesnetwork.org/wp-content/uploads/2019/01/20190116-10-Month-Calendar-Leading-Up-to-the-6th-Replenishment.pptx) for additional upcoming key dates. There may also be some domestic key dates or times that you could use as a hook, such as an upcoming government budget, or a health event being hosted locally.
* Many reporters are on Twitter – it can be a useful tool to build interest in your story. Try tagging the key reporters you identified if you are posting about the Global Fund Replenishment.
* You can find additional resources on getting published here: <https://www.results-resultats.ca/en/your-tools/get-published/>

**Sample Pitch:**

**Subject Line: The Global Fund: An Extraordinary Investment**

**Dear <Reporter’s name>**

This October the Global Fund to Fight AIDS, Tuberculosis and Malaria will be holding its replenishment conference in Lyon, France. This is an opportunity for <your country> to show its commitment to <”health or “global health”> . The Global Fund has a history of doing extraordinary work: few investments have had the impact that the Global Fund has in saving lives, preventing infections and creating strong and resilient health systems. We are at a critical moment where the minimum will not be enough to prevent us from sliding back.

<you country> needs to do its part and increase <”investments in health” or “its contribution to the Global Fund”> by at least 20%.

<Your hook for the reporter that links the Global Fund to a local issue or global event>

The Global Fund is asking for US$14 billion but as people from the communities affected by these 3 diseases will tell you, this is simply not enough: we are dangerously off-track from the path to the 2030 Sustainable Development Goals. I/we have been calling for a minimum $18 billion investment (see the Global Fund Advocates Network [report](http://www.globalfundadvocatesnetwork.org/campaign/get-back-on-track/) on this from July 2018) to get back on track.

<use an example of a personal story of why the Fund is important such as from our Speakers Bureau here: <http://www.globalfundadvocatesnetwork.org/an-extraordinary-investment-final/>or here <http://www.globalfundadvocatesnetwork.org/campaign/gfan-speakers-bureau/>or for example:

Loyce Maturu, is an advocate in Zimbabwe for young people living with HIV. She has been very gracious to share her story with people around the world and her message stresses the importance of the Global Fund, "I will not remain silent, I want to share my story, so that people can have an understanding of how it is like living with HIV. If it was not for the Global Fund I would not be here today.” To learn more about Loyce’s story, you can watch this short video: <https://www.youtube.com/watch?v=h03nc6xz1fg>

Additional Resources for your story:

* [The Global Fund: An Extraordinary Investment](http://www.globalfundadvocatesnetwork.org/an-extraordinary-investment-final/): includes additional information on what investments in the Global Fund mean for saving lives and includes more testimonial stories on the impact of the Global Fund on individual Lives.
* [The Global Fund Investment Case](https://www.theglobalfund.org/en/stepupthefight/): detailed account from the Global Fund on what time investments they need to ensure they make their targets of saving lives and preventing infections.
* [Get Back on Track Report](http://www.globalfundadvocatesnetwork.org/campaign/get-back-on-track/): a detailed report on how critical increased investments in the Global Fund are needed to ensure that agreed upon international targets for the 3 epidemics are met.

Thank you very much for considering this story. If you need any further information or details, please do not hesitate to reach out to me with my contact information below <and if using a Speakers Bureau story> and I’d be happy to coordinate contact for you with name of speaker if you were interested in hearing from someone personally affected by the Fund about why it is so critical that <insert your country> significantly increases its investments in the Global Fund.

Sincerely,

<Your Name, and contact information>