



## Information Note on the Global Fund Advocates Network's Speakers Bureau

### The Global Fund Advocates Network Speakers Bureau

Global Fund Advocates Network (GFAN) is looking to create a **Speakers Bureau** composed of people living with or affected by HIV/AIDS, TB and/or malaria. The principle is that people who have seen the impact of the Global Fund in their lives are the most impactful spokespeople for the Global Fund. The Speakers Bureau is envisioned as a constant non-campaign dependent group of speakers who are interested in and trained to be champions for Global Fund resource mobilization.

As GFAN members are constantly seeking opportunities to solidify and increase either domestic funding for HIV/AIDS, tuberculosis and malaria or donor funding to the Global Fund Secretariat, being able to call upon trained, impactful spokespeople is a key to the success of their advocacy.

### Purpose

In the past, ICSS, as the secretariat for the Global Fund Advocates Network (GFAN), has supported the Here I Am campaign, a primarily online initiative that aimed to share the voices of those most affected by the three diseases, which included trained and funded Ambassadors to speak with the media, the public and decision-makers, primarily in donor countries, in the lead up to a pledging event. Both in 2010 and 2013, HIA Ambassadors were invited by members of GFAN to speak in different countries at dozens of different events and meetings during 18 different visits.

In campaign evaluations, Ambassadors were consistently viewed as the most effective tool for advocates' replenishment campaigns. GFAN members appreciated the personal touch and ability for Ambassadors to "connect the dots" between abstract numbers and tangible results. Every country visited by the HIA Ambassadors in 2013 increased their contributions to the Global Fund for 2014-2016.

There are a number of factors that have contributed to our belief that having speakers consistently available to champion the Global Fund is important:

- There remains a gap between the replenishment target of the Global Fund and what has been committed to date during the 4<sup>th</sup> Replenishment.
- The New Funding Model with its expressions of “full” demand combined with fewer resources than needed will result in a register of unmet, quality demand (UQD).
- There is an increased focus on the important role of domestic resource mobilization to work hand-in-hand with donor resource mobilization.
- Countries all have very different fiscal cycles and it is not always realistic to expect a pledge can be made according to the Global Fund replenishment cycle timelines.

In order to meet the flexible and diverse needs of advocates, a more constant body of speakers is needed for advocates to call upon to provide that very valuable and very persuasive grassroots perspective.

## **Who should be a Speaker?**

GFAN is looking for speakers who can speak to the impact of Global Fund programming from a personal perspective: meaning that the ideal speakers are people who are currently, or have in the past, accessed Global Fund supported programs for themselves or a dependent.

## **What would a Speaker have to do?**

In general terms speakers will be called upon to share their personal story and perspective on the Global Fund in a variety of settings in order to create the awareness and level of political will needed to mobilize additional resources for the Global Fund.

While speakers will be provided with advocacy training and on-going support from ICSS and GFAN’s global and 2 regional hubs (Africa and Asia-Pacific), speakers should already have some capacity to speak about the Global Fund, the types of activities it funds, what community needs vis-à-vis HIV/AIDS, tuberculosis and

malaria are as they relate to the Global Fund and resource mobilization for the Global Fund.

Speakers will be asked to speak at various types of events including (but not limited to):

- One-on-one meetings with elected officials in both donor and implementing countries
- Events generating awareness about the Global Fund with audiences ranging from Heads of State to bureaucrats to the general public
- As panelists or speakers at conferences and meetings
- On conference calls to networks and coalitions of civil society or the grassroots or membership base of a GFAN member

Speakers will sometimes be asked to participate “virtually” in events and others will be done in person, sometimes requiring extended international travel.

### **What kind of a time commitment is required?**

Speakers are volunteers – costs will be covered as described in the sample Memorandum of Understanding included in this package, but time will not be compensated.

Successful applicants can expect to spend 2-5 hours per month on reviewing material and participating in the regular business of GFAN. It is our goal to seek out training opportunities for each Speaker at least once and this could require anywhere from 3-5 days + travel time depending on the location.

Speaking engagements can range from a 2-3 hour commitment for a virtual event (such as a teleconference call with the membership of a GFAN member) to 1-2 days to participate in a regional meeting representing GFAN to 5-6 full days for an advocacy tour in a donor country capital if invited by a GFAN member.

As volunteers, speakers can turn down invitations if the timing does not work because of any reason such as family, work or community commitments.

## **What will GFAN do to support the Speakers?**

GFAN will act as the focal point for requests for the speakers and with the interested advocate(s) assess which speaker or speakers is most suited. GFAN will seek out opportunities to have speakers present and work with local advocates where present to coordinate visits. Virtual opportunities to speak or have a speaker's voice (through pre-recorded messages or video conference or teleconference) at events will also be pursued. GFAN will encourage advocates to share all such opportunities and to use Speakers at them.

GFAN will coordinate all financial arrangements with the interested advocates on behalf of the speakers and ensure that speakers are not "out of pocket" for costs associated with speaking opportunities.

GFAN will ensure speakers are integrated into the regular work of GFAN and will provide training and on-going support as well as "opportunity specific" background and talking points.

A MOU will exist between GFAN and each Speaker and will be reviewed and re-signed at the beginning of each calendar year after the initial MOU with any individual speaker.

## **What will GFAN do to promote the Speakers?**

GFAN will engage advocates on an on-going basis to use the speakers at critical moments in their advocacy and at key moments for global advocacy (such as global meetings and events or things like World Malaria Day).

GFAN will create web-based resources that will identify the speakers, have high-quality photos and stories from the speakers on various issues related to GF resource mobilization.

Speakers must be willing to invest the time needed to share their stories and be willing to allow them to be used by GFAN staff and GFAN members for the purpose of GF advocacy.