



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

The Global Fund Advocates Network Speakers Bureau

Global Fund Advocates Network (GFAN) first launched its 'Ambassadors' program - composed of people living with or affected by HIV/AIDS, TB and/or malaria - for its Here I Am Campaign in 2010, with a new group in 2012-2013; this evolved in 2015 into a 'Speakers Bureau'. The principle is that people who have personally experienced the impact of the Global Fund in their lives are the most impactful spokespeople for the Global Fund.

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

Purpose

In the past, ICSS, as the secretariat for the Global Fund Advocates Network (GFAN), 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 a number of countries at dozens of different events and meetings during 18 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.

From 2015-2016, we brought our first Speakers Bureau members to numerous events hosted in North America, Europe, Africa and Asia-Pacific, including high-level meetings, Global Fund replenishment announcements, parliamentary briefings and roundtable discussions. Our speakers were featured in dozens of news articles and several multimedia pieces. We created video and photo stories of four of our speakers, which were shared in various outlets.

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 experience and perspective.

Who should be a Speaker?

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

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 and engage in opportunities 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
- Media interviews
- Writing for the GFAN website and other online outlets

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, plus 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. Afterwards, speakers may also be requested to write blog posts about these experiences.

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?

The GFAN Secretariat 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. The Secretariat 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. It will encourage advocates to share all such opportunities and to use Speakers at them.

The GFAN Secretariat 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.

It 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.

An MoU and Code of Conduct will exist between the GFAN Secretariat and each 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 and have high-quality photos and stories from the speakers on various issues related to Global Fund 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 Global Fund advocacy.