



Global Donor Platform  
for Rural Development

# COMMUNICATIONS WORK PLAN 2024

*in alignment with*  
*The Global Donor Platform for Rural Development*  
*[Strategic Plan 2021-2025](#), [Communications Strategy 2022-2025](#) and [2024 Work Plan](#)*

## Background

The Platform [Communications Strategy 2022-2025](#) is built on a **theory of change** (see page 8, excerpted from the strategy) which was developed in line with the principles of the [Strategic Plan 2021-2025](#) and clearly identifies the overarching communications objective:

*Wider recognition of the GDPR to increase donor coordination, influencing and knowledge around the thinking, policies and programming on agriculture, rural development and food systems.*

The communications theory of change, in alignment with the Platform's annual work plan, provides the basis for identifying and planning communications opportunities and activities that lead to the outcomes identified as preconditions for achieving the Platform's long-term strategic goals. The theory of change can be found on page 8.

## Communications with a purpose

The **Communications Work Plan** is updated every year and provides a detailed overview of advocacy and outreach efforts by the Platform Secretariat.

Specific communications objectives and outcomes contribute directly to achieving the overarching objective:

- Place the Platform and its members' programmes, strategies and policies high on the rural development and food security agenda.
- The Platform is an effective and efficient space to promote relevant donor-led discussions and debates on agriculture, rural development and food security.
- The Platform acts as a community hub which promotes the members' common vision of rural development as key to achieving Agenda 2030.

In line with the Secretariat's results-based approach, each planned activity shows a **clear outcome referencing these objectives in the communications theory of change**. These outcomes can be found in column 4 of the work plan.

# Communications work plan 2024

Communications activity	Description	Communications Outcomes	Indicator	
<b>Advocacy and Outreach</b>	<b>Platform workstreams</b>	<p>In 2024, the Platform will advance the activities and work on three workstreams:</p> <ul style="list-style-type: none"> <li>- Donor coordination with a focus on financing modalities at the country level</li> <li>- Innovative/blended financing</li> <li>- Data, AI and SDG2</li> </ul> <p>The Platform will also spearhead a new initiative on Global Level Coordination Convenings.</p> <p>Communications plans will be updated for the workstreams. Objectives will be two-fold: 1. Promote engagement of targeted audiences; 2. Shape and package key messaging and findings for sharing at global levels such as the G7, G20 and relevant international events, to strategically influence the thinking, policies and programming around agriculture, rural development and food systems.</p>	<p>1.1: Value 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange 3.2: Hub 3.4: Advocacy and outreach</p>	<p>Per workstream: 1 communications plan 1 event 1 roundtable 1 report 1 social media campaign</p>
	<b>20<sup>th</sup> Anniversary commemoration campaign</b>	<p>December 2023 marked 20 years of the Platform's existence. Outreach around this milestone will continue for six months after the anniversary, revolving around key messages from the 2023 AGA and the 20 years of donor coordination report, with linkages to the new Platform activities in 2024.</p>	<p>3.4: Advocacy and outreach</p>	<p>1 updated communications plan 1 updated social media campaign</p>
	<b>Annual Report</b>	<p>The Platform's year in review publication. In 2024, the format and narrative will continue to be innovative and readable, with the addition of a digital product to accompany the publications launch.</p>	<p>1.1: Value 1.2: Awareness raising 1.3: Positioning</p>	<p>1 Annual Report distributed to members and published on the website, including a print version for in-person events and meetings. 1 digital microsite version 1 social media publications launch plan</p>
	<b>Flagship Platform Publications</b>	<p>Flagship reports produced by the Platform Secretariat and endorsed by the Platform Board.</p>	<p>1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub</p>	<p>At least 1 per year 1 outreach plan per publication to disseminate key findings and messaging</p>
	<b>Corporate communications toolkit and visual identity applications</b>	<p>The Platform's modernized visual identity will be strengthened and applied to all aspects of its communications. Outreach materials will be continuously updated and shared on the website.</p>	<p>1.1: Value 1.2: Awareness raising 1.3: Positioning 2.4: Broadening membership 3.4: Advocacy and outreach</p>	<p>1 updated Platform outreach toolkit, including presentation, brochure and key messages 1 set of updated corporate templates 1 set of updated visual identity graphics and guidelines</p>

	Communications activity	Description	Communications Outcomes	Indicator
	<b>Newsletter - eUpdate</b>	The e-newsletter updates members on the activities of the Platform.	1.1: Value 1.2: Awareness raising 1.3: Positioning 3.1: Knowledge exchange	4 eUpdate newsletters sent per year Continued improvement on content and design if necessary MailChimp usage maintained Email lists updated
	<b>Newsletter - thematic</b>	Short run e-newsletters focused on delivering news and updates on a particular theme pertinent to Platform members.	1.2: Awareness raising 2.1: Relevance 3.1: Knowledge exchange	Runs of up to six months, only when necessary
	<b>Review modalities for communications outreach</b>	A survey for members and close partners will be developed, shared and results analyzed, to review effectiveness of communications modalities for outreach and influencing.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange	1 survey shared with members and close partners 1 short report with findings and recommendations
<b>Website and content</b>	<b>Website</b>	<p>The website is the central anchor for Platform communications. Continued improvements to the website will optimize the user experience, increase visibility to the Platform's activities and work, and enhance knowledge exchange amongst the donor community. The advocacy function of the website will be enhanced through strategic placement of key messaging and advocacy tools.</p> <p>The website's search engine optimization (SEO) will continue to be analyzed, and findings used to inform website content. The objective is to uphold the quality and quantity of website traffic from search engines and communication outreach sources, to reach more of our target audiences.</p>	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange 3.2: Hub 3.3: Impact	1 up-to-date website Advocacy function of the website enhanced SEO analysis completed and recommendations implemented 1 microsite created to host the Food Systems Initiatives Database
	<b>Blogs</b>	These include web articles from members and partners, sharing insights, opinions and knowledge. These can also be produced in partnership with IFAD's communications division for wider outreach through the IFAD website and social media channels.	1.3: Positioning 3.1: Knowledge exchange 3.2: Hub 3.3: Impact	4 blogs per year published and shared on social media channels
	<b>Meet our Members and Partners Interview Series</b>	These interviews will be web recorded, edited and transcribed for a range of web and social media content.	1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange. 3.3: Impact 3.4: Advocacy and outreach	8 interviews per year published and shared on social media channels

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	<b>Podcast Series</b>	The collaboration with IFAD's podcast Farms. Food. Future. will continue to leverage their high volume of monthly listeners. The podcast segment remains a product of the Platform and is showcased on both IFAD and GDPRD websites and social media channels.	3.1: Knowledge exchange 3.2: Hub 3.3: Impact 3.4: Advocacy and outreach	6 podcast episodes per year Social media promotion for each podcast release
	<b>Event articles</b>	After each Platform event, a summary article of key points and messages from the event is written and posted to the website and on social media channels.	1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange. 3.3: Impact 3.4: Advocacy and outreach	One web article for each event
	<b>Current events and policies</b>	Populate website with news, policies and strategies from member and partner organizations.	3.1: Knowledge exchange 3.2: Hub	Weekly horizon scan to update website
<b>Knowledge Exchange</b>	<b>Food Systems Recommendations Database and Dashboard Microsite</b>	The database is regularly updated with new publications and event reports. Database usage steers more views to the Platform website. In 2024, the new dashboard microsite will be frequently highlighted as a useful tool for those in the food systems and donor community.	1.1 Value 1.3: Positioning 3.1: Knowledge exchange 3.2: Hub	Database updated at least once per quarter. Promotional campaign through social media, newsletters, web article, and outreach to academia and Platform partners
	<b>Food Systems Initiatives Database and Dashboard Microsite</b>	Create and launch new database of food systems initiatives, presented in a user-friendly microsite with visual and tabled search functionalities, and an easy backend for frequent updates. The objective is to provide a general horizon scan of initiatives in the food systems space for collaboration opportunities and to avoid overlapping efforts. Each entry will provide a brief description and link to their website. Organization will be by category, primary focus and scale.	1.1 Value 1.3: Positioning 3.1: Knowledge exchange 3.2: Hub	1 new Food Systems Initiatives database and dashboard Promotional campaign through social media, newsletters, web article and outreach to
<b>Events</b>	<b>Annual General Assembly (AGA)</b>	The Platform's Annual General Assembly will be held in hybrid format in 2024, date to be decided. The standard timetable should be once a year and based on a specific focus relevant to current events and debates. This year's theme will focus on innovative and sustainable finance, a priority area for the Platform and the donor community.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 2.3: Networking and innovation 3.1: Knowledge exchange 3.3: Impact	1 AGA per year 1 AGA communications outreach plan

Communications activity	Description	Communications Outcomes	Indicator
<b>Timely, open events</b>	Webinars and workshops based on current Platform workstreams, global news and events, with high-level keynote speakers and panelists	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 2.3: Networking and innovation 2.4: Broadening membership 3.1: Knowledge exchange 3.3: Impact	2 events per year 1 communications outreach package per event
<b>Closed donor/member events</b>	Private conversations and roundtable discussions for honest and open donor conversations, following Chatham House Rules	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 2.3: Networking and innovation 3.1: Knowledge exchange 3.3: Impact	2 events per year
<b>Thematic Working Group-led events</b>	Webinars and discussions based on topics of interest to the Thematic Working Groups	2.3: Networking and innovation 3.1: Knowledge exchange. 3.2: Hub 3.3: Impact	2 events for the Rural Youth Employment TWG 2 events for the Land Governance TWG 2 events for the SDG2 Roadmap TWG 1 event for the new Sustainable Finance TWG
<b>Social Media</b>	<b>LinkedIn</b>	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange 3.2: Hub 3.3: Impact	1 post per week, frequency could vary according to content availability and number of relevant thematic days 10% increase in number of followers and engagement rate per year At least 1 expert or member identified as Platform partner on LinkedIn At least 2 sets of pre-programmed posts based on advocacy building or workstream content shared with membership Calendar of relevant posting days maintained
		LinkedIn acts as the primary social media tool of the Platform. Updates on Platform activities and events are posted, as well as thematic posts for relevant international and UN thematic days and global events.	
		In 2024, the objective is to increase strategic influencing of the membership through social media. Engagement rates in LinkedIn are projected to increase beyond just numbers. Experts in the membership, workstreams and/or thematic working groups will be identified and approached to help extend the reach of the Platform's social media voice.	
		Programmed posts around Platform activities and priorities will be shared with the membership for posting to leverage a broader online network.	

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<b>Twitter</b>	Twitter is the tertiary social media tool of the Platform.	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub	1 tweet per week Calendar of relevant posting days maintained
<b>Instagram</b>	<p>In 2024, additional attention will be placed on growing the new Instagram account to reach target audiences #3 and #4. This channel requires a more visual and dynamic approach. Existing content will be adapted to convey an approachable tone of voice, to further outreach and knowledge sharing beyond its primary audience. Focus groups include youth and women audiences.</p> <p>Youth and/or woman leader(s) in the food systems or rural development space identified to promote linkage of youth or gender perspectives to Platform activities and working groups.</p>	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub	<p>1 post or video reel published per communications product released</p> <p>1 post or video reel published per relevant UN day or international event</p> <p>At least 1 youth or woman leader identified for engagement on Instagram account.</p>
<b>YouTube</b>	The YouTube channel is the space for all Platform video content including interviews and event recordings. In 2024, reorganization of the Platform's YouTube additional outreach around the Platform's channel increase traffic greater visibility.	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange	<p>All public Platform events and interviews are posted on YouTube</p> <p>Home page content and structure redesigned</p> <p>Playlists created for improved searchability and ease of navigation</p>

## Theory of change for Platform communications (excerpt from the 2022-2024 Communications Strategy)

Achieve vision and mission	Overarching Communications Objective	Specific Communications Objectives	Communications outcomes	Achieve strategic objectives	Target audiences		
<p><b>VISION:</b></p> <p>Donors effectively catalyse change</p> <p><b>MISSION:</b></p> <p>Brokering donor collaboration for impact</p>	<p><b>Wider recognition of the GDPRD to increase donor coordination, influencing and knowledge around the thinking, policies and programming on agriculture, rural development and food systems.</b></p>	<p><b>Objective 1.</b> Place the Platform and its members' programmes, strategies and policies high on the rural development and food security agenda.</p>	<p><b>1.1: Value</b> - The value and relevance of the Platform are demonstrated.</p> <p><b>1.2: Awareness raising</b> - Greater awareness and understanding of the Platform's focus on the food systems agenda and its links to SDG 2 is generated.</p> <p><b>1.3: Positioning</b> - The Platform is positioned as a forward-looking voice on donor action and coordination through high-level discussions, exchange of knowledge, and by engagement with senior-level champions to speak about the Platform.</p>	<p><b>Strategic influencing</b></p>	<p><b>1:</b> Existing members and partners</p> <p><b>2:</b> Wider donor and rural development community not yet engaged with Global Donor Platform</p>		
		<p><b>Objective 2.</b> The Platform is an effective and efficient space to promote relevant donor-led discussions and debates on agriculture, rural development and food security.</p>	<p><b>2.1: Relevance</b> - Members and partners are both informed on and included in ongoing international food systems and rural development-related dialogues.</p> <p><b>2.2: Collaboration</b> - Offline and online communications presence is established, with opportunities generated for new dialogues, information exchange as well as connections with a broader professional and age group audience.</p> <p><b>2.3: Networking and innovation</b> - Annual General Assemblies and Platform events, workshops and meetings are well attended and achieve the intended outcomes and impact.</p> <p><b>2.4: Broadening membership</b> - Membership and partnerships are expanded through effective outreach tools and more targeted contact lists.</p>			<p><b>Knowledge sharing</b></p>	<p><b>3:</b> External community interested in food systems and rural development, audience identified as supporters and influencers, with a special focus on women and youth</p>
		<p><b>Objective 3.</b> The Platform acts as a community hub which promotes the members' common vision of rural development as key to achieving Agenda 2030.</p>	<p><b>3.1: Knowledge exchange</b> - Greater awareness is created amongst Platform members, thematic working groups and partners on each other's knowledge, work and experiences.</p> <p><b>3.2: Hub</b> - The Platform is established as an entry point to being updated on donor-led rural development and food systems processes, projects and dialogues.</p> <p><b>3.3: Impact</b> - Platform activities are linked to current global debates (including the SDGs) and are championed by members and partners. Collaborative communications with host organization IFAD and Rome-based agencies is achieved.</p> <p><b>3.4: Advocacy and outreach</b> - Deeper understanding is generated around the Platform's role, history and influence.</p>			<p><b>Networking and convening</b></p>	





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Global Donor Platform for Rural Development Secretariat  
Hosted by the International Fund for Agricultural Development

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