

## MARKETING ALLIANCES

Disseminating information about alliance progress and impact is as important externally as it is internally. Raising awareness about the development program may help bring additional, helpful stakeholders to the table; further raise USAID and CSR to the consciousness of private business; and highlight innovative approaches of government to key USAID constituents. This is an important aspect to alliance building that is often overlooked.

An excellent opportunity to publicize an alliance may include a signing ceremony at alliance formation. A signing ceremony is also appropriate to formally inaugurate an alliance even when joint planning has already developed into joint action. LPA can help produce a press release, press conference, or other materials such as a fact sheet, questions and answers, or brochure. Many alliances have created websites or homepages on USAID's website to publish the story and progress of the alliance. Alliance reporting will help bear out key points regarding impact, including the additional development impact affected by the collaborative nature of the activity. Regardless of the approach, it is important to coordinate at all times with alliance partners. They may be able to bring significant resources to the table in the form of public relations staff, media relationships, photographs, market research, publications, and so on.

In instances of negative press, it is more important than ever to tell the correct story of the alliance. No organization is immune from negative press. Anticipate any issues in advance and account for them in your materials. The due diligence process reduces the risk of significant negative press due to a partner's record, but cannot eliminate it. Operating units should work with LPA and GDA in creating a public relations plan that should include, at a minimum, offices at Post and Washington that should be notified when negative public relations events occur.

## MODEL FOR PRESS RELEASES

Following a model for draft press releases and case studies may help the story stand on solid ground and reduce public relations risks. Be sure to always work with LPA. In order to develop a release, case study, success story, or other communication, remember to:

- Define the development problem;
- Describe how the alliance addresses that problem;
- Define partners and their contributions; and
- Define the anticipated development impact.

See [www.usaid.gov](http://www.usaid.gov) for a list of most recent press releases.

Two tools that may assist alliance builders, either as background material in publicizing an alliance or in outreach to potential partners, are GDA's publications of alliance case studies found in the [2005 GDA Brochure](#) and the [2006 GDA Report](#) titled, *The Global Development Alliance: Public-Private Alliances for Transformational Development*. These compilations of alliances may be used as marketing tools as well. GDA can make copies available upon request; or .pdf files are available on the GDA homepage at [www.usaid.gov/gda](http://www.usaid.gov/gda).

## TOOLS

- [SFPGA Quarterly Report with sample M&E tables](#)

- [GDA Brochure](#)
- [GDA Report](#)