

# FIVE KEY ACTION POINTS- CAPACITY BUILDING SESSIONS

THANK YOU FOR ATTENDING THE NOVEMBER 7, 2012  
CAPACITY BUILDING SESSIONS  
WFUNA 40<sup>TH</sup> PLENARY ASSEMBLY

Below, please find a short summary of key points taken from capacity building sessions during WFUNA 40<sup>th</sup> Plenary Assembly.

## STREAM 1

### Foundations of Organizational strategy (9:45-10:45)

- Review your mission and vision internally and determine whether you think it is strong by running through WFUNA's checklist and by researching online some strong statements published by other organizations.
- Think about how you can distinguish your UNA from other organizations working in the same sector. Define your added value and comparative advantage.
- Deliberate with your staff and confirm if they are aware of your mission and vision. If not, discuss your M&V with them to ensure a harmonized communication to outside partners and other stakeholders.
- Evaluate whether your M&V relate to your overall strategic plan and review your strategic plan at least every 5 years by using a SWOT analysis (strengths, weaknesses, opportunities and threats).
- Review how you currently communicate your mission and vision to external partners, beneficiaries, donors, etc. Do you publish it on your website and is it included in programmatic material? If not, start including and promoting your M&V more efficiently and more broadly.

### How Can Your UNA Engage in More Effective Advocacy Work (11:15-12:15)

- Research national studies of decision-making processes and structures, relevant to your UNA. Examine how these structures relate to one another, and opportunities for NGOs and CSOs to interact with them. A full checklist will be made available electronically to the participants after the session.
- Create a national joint NGO/CSO network to follow the process. Appoint a person from every organization following the issue- ensure that information



wfuna

World Federation of United Nations Associations

**WFUNA**  
1 United Nations Plaza  
Room 1177  
New York NY 10017  
USA

**FMANU**  
Palais des Nations  
Room E4-2A  
1211 Geneva 10  
Switzerland

is communicated amongst group. Develop a concept note to explain your plan of action. Distribute tasks evenly, organize regular meetings for information-sharing, engage in common position formation within the group, organize common lobby meetings with the relevant decision-makers and hold press conferences together before relevant meetings.

- Link with relevant actors internationally. Inquire into where and when your Major Group meets during international meetings, how to become involved during the meetings, what kind of trainings and meetings are taking place regionally and how to take part in them.
- Take part in UNA Finland's, UNA Tanzania's and WFUNA's training in February 2013. A maximum of 35 participants will be selected on the basis of applications to a training course, which is going to be held in Dares Salaam. More information on this will be made available, and for those unable to attend, the material will be distributed online.
- Promote NGO delegate in government delegations and preparatory processes. Organize a NGO coordinating committee to select the candidates, taking into account rotation according to themes. Invite this person or persons to attend and participate in the inter-ministerial preparation committee and report to the NGO network.

### **Developing and Enhancing Donor Partnerships (12:15-13:15)**

- Begin deliberating with members of your UNA to understand importance of diversifying your funding and begin to examine the types of funding bodies that currently financially support your UNA.
- Explore successes and failures in past fundraising efforts. Based on information obtained in session, analyze key areas of strengths and weaknesses that may have lead to both successful and unsuccessful fundraising efforts.
- Begin reviewing/subscribing to on-line fundraising newsletters, on-line donor databases such as the European Foundation Center, and review this information with your staff frequently.
- Begin an environmental scan of competitors based in your community (non-profits who engage in similar work). Obtain a good understanding of what types of funding bodies support their work.
- Review list of funding bodies in your area, and based on information provided in this session, divide funding bodies into categories. For example, government bodies, foundations, corporations etc. Discuss with your UNA what types of funding bodies would be best to begin research- try to your best to ensure that your UNA focuses on more than one type of fundraising body.

## **STREAM 2**

### **How to Better Interact with UN Agencies, Entities and/or Representatives (9:45-10:45)**

- Regular communication with UN staff present in the country is a key element of a successful UN-UNA partnership. UN staff is often very busy; remember to keep your communications concise and follow-up if you do not receive a reply.
- Consult relevant UN staff when formulating a new project and do your best to integrate their suggestions in your activities; when possible and

appropriate invite United Nations staff to contribute knowledge and expertise at your events and activities. Once a year, request a meeting with the UN Resident Coordinator or equivalent staff to update them on your progress and to discuss further ways in which you may collaborate.

- It is important that a UNA is known by UN staff on the ground. When possible, organize a presentation of your UNA and activities to UN staff. You can also provide a brochure or a short presentation to the UN's local human resources to be included in the welcome package of new staff.
- Make sure that your activities are reported by local media as this increases your profile vis à vis the United Nations; when this happens share it with your UN partners. Follow different UN entities through your Twitter and Facebook accounts. In turn, make sure that these organisms follow your updates and activities.
- Always thank partners for the time that they dedicate to your UNA: send thank you notes, share evaluation reports, pictures or media reports of the event they participated in. Once a year organize an event or an activity targeted to your partners to update them of your work and progress.

### **The New Era in Communications (11:15-12:15)**

- Evaluate your website - is it easy to navigate? Is it all under one brand and does it tell your story?
- Is your newsletter or mailing list available on every page of your webpage? If you link from social media to your webpages, you should get them on your mailing list. Or better yet, do they have a way to navigate your site?
- Formulate and write a social media guidebook/handbook/policy and make sure everyone has read it. Is everyone on the same page? Who are you speaking to?
- Set up a Twitter account (great, now go through and craft your follower list and then develop a strategy). Be an active Twitter (or Facebook) user.
- Does your online presence match your offline presence?