

TOR for Resource Mobilization Cluster

Background: The Global Alliance membership has agreed on a need to develop secure funding and develop a sustainable funding model to support core functions of the Global Alliance secretariat, with the aims that a funded secretariat will make it more possible for member organizations to step into Secretariat responsibilities on a rotating basis.

Goal/Purpose: Develop strategic approach to resource mobilization to support a) Alliance secretariat functions and b) collective initiatives and special projects undertaken collaboratively by the Alliance. Determine sustainable ways to manage such resources in fair and transparent ways that ensure they benefit the Alliance as a collaborative body of organizations.

Specific Tasks

- Propose a strategic approach to donor engagement and resource mobilization for consideration and approval by the full Alliance membership
- Develop and propose SOPs for proposal development and management of funds that ensure fair and transparent use of funds in ways that benefit the Alliance collectively
- Engage with donors and craft proposals as per the agreed strategic approach
- Ensure oversight of use and reporting on any grants, funds etc received

Cluster formation process

- Any Alliance member organization is invited to express interest in either joining and/or chairing this cluster.
- The members of the former Infrastructure cluster will, with the Chair of the Alliance, review the expressions of interests and propose a cluster membership composition for review and approval of the Full Alliance membership.
- In finalizing the cluster composition, the Alliance will, as always, aim for diversity of representation of organizations (geographic, type of organization, etc).

Expectations of Cluster members

- Like all Alliance clusters, the Resource Mobilization Cluster will convene by phone once per month, typically for one hour and typically in the week prior to the Full Alliance membership call. Members of the cluster are expected to be available for the majority of these calls and to contribute to the work of the cluster offline and via email between calls.
- The Chair of the cluster will be responsible for developing agendas for the call; facilitating/coordinating inputs of the cluster members towards common cluster goals; and ensuring flow of information between the cluster and the Alliance Secretariat, Chair and full membership.



TOR for Communication and Knowledge Management Cluster

Background: In its first 1.5 years, the Global Alliance has established a web presence and a brand/visual identity and produced basic information assets such as one-page briefs and PPT slide decks introducing the work of the Global Alliance. This work has been coordinated largely by the Secretariat with guidance from the Infrastructure Cluster and in-kind support of International Social Marketing Association for the branding/visual identity and small contract with Communication Initiative (funded by UNICEF) for development of the website. The Alliance has now agreed on the need for a more systematic way to manage and scale up these communication efforts going forward while also establishing systems for knowledge management (KM) to facilitate collaboration and sharing among Alliance member organizations.

Goal/Purpose: Advance Alliance visibility through external communication and communication products and facilitate collaboration (both between Alliance organizations and with external stakeholders) through management and sharing of knowledge products produced by the Alliance and/or its member organizations

Specific Tasks:

- Work with in-kind contributors and/or contractors to develop and maintain the Alliance website, including improvement of current site, creation of a content strategy, and keeping content up to date
- Determine sustainable website management plan, including hosting platform, updating procedures and roles and responsibilities
- Maintain Alliance brand identity standards and ensure all Alliance products consistently apply branding (both the visual brand identity, and consistency of language used to present our mission, vision and core values)
- Produce materials explaining the Alliance and its work for various audiences, including short briefs, fliers, support materials for meetings, standard slide decks, etc.
- Support Alliance clusters and full membership as needed with setting up platforms for sharing files or establishing repositories of materials/resources

Note: The Secretariat core team includes a graphic designer (currently vacant) who will assist with applying brand identity to knowledge products and who would be a key support to this cluster

Cluster formation process:

- Any Alliance member organization is invited to express interest in either joining and/or chairing this cluster.
- The members of the former Infrastructure cluster will, with the Chair of the Alliance, review the expressions of interests and propose a cluster membership composition for review and approval of the Full Alliance membership.
- In finalizing the cluster composition, the Alliance will, as always, aim for diversity of representation of organizations (geographic, type of organization, etc).



Expectations of Cluster members

- Like all Alliance clusters, the Communication & KM Cluster will convene by phone once per month, typically for one hour and typically in the week prior to the Full Alliance membership call. Members of the cluster are expected to be available for the majority of these calls and to contribute to the work of the cluster offline and via email between calls.
- The Chair of the cluster will be responsible for developing agendas for the call; facilitating/coordinating inputs of the cluster members towards common cluster goals; and ensuring flow of information between the cluster and the Alliance Secretariat, Chair and full membership.

