



Global Donor Platform  
for Rural Development

# COMMUNICATIONS WORK PLAN 2025

*in alignment with*  
*The Global Donor Platform for Rural Development*  
*Strategic Plan 2021-2025, Communications Strategy 2022-2025 and 2025 Work Plan*

## Background

The Platform is **a unique space for donors to come together to discuss, network, exchange knowledge, and coordinate** around a common vision on the role of rural development in tackling global poverty and hunger.

The [Communications Strategy 2022-2025](#) aims to facilitate these exchanges and 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 GDPRD 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.

## 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. These are:

- The programmes, strategies and policies of the Platform and its members are placed 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 (column 4) referencing these objectives in communications theory of change. These outcomes can be found in column 4 of the work plan.

## Theory of change for Platform communications

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> The programmes, strategies and policies of the Platform and its members are placed 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>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>4:</b> General audience not yet interested in our focus areas</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>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>	

# Communications work plan 2025

	Communications activity	Description	Communications Outcomes	Indicator
<b>Advocacy and Outreach</b>	<b>Platform workstreams</b>	<p>In 2025, the Platform will advance activities and work on three workstreams:</p> <ul style="list-style-type: none"> <li>- Focus on New Models of ODA and Financial Architecture Reform</li> <li>- Integration of Digitalization and AI in Food Systems</li> <li>- Enhancing the Gender-Transformative Agenda</li> </ul> <p>The Platform will continue Global-Level Coordination Convenings, including around Canada's G7 Presidency, the Nutrition for Growth Summit and the Fourth International Conference on Financing for Development (FfD4).</p> <p>For each workstream, communications plans will be developed and updated as needed throughout the year. Objectives will be threefold: 1. Promote engagement of targeted audiences; 2. Find opportunities for content gathering from experts and participants; 3. Shape and package key messaging and findings for sharing at the global level and at relevant international events, to strategically influence the thinking, policies and programming around agriculture, rural development and food.</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	Per workstream: 1 communications plan 1 event 1 roundtable 1 report or web article 1 social media campaign
	<b>Annual Report</b>	The Platform's year-in-review publication featuring key insights, achievements and impact. The format and narrative will continue to be innovative, readable and released in a paperless format.	1.1: Value 1.2: Awareness raising 1.3: Positioning	1 digital Annual Report published on the website. 1 launch social media campaign
	<b>Flagship Platform Publications</b>	Flagship reports produced by the Platform Secretariat and endorsed by the Platform Board.	1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub	At least 1 per year 1 outreach plan per publication to disseminate key findings and messaging
	<b>Corporate communications toolkit and visual identity applications</b>	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.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.4: Broadening membership 3.4: Advocacy and outreach	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

Communications activity	Description	Communications Outcomes	Indicator
<b>Newsletter - eUpdate</b>	The e-newsletter updates members quarterly 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>	Periodic outreach to members and close partners 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>	<p data-bbox="365 751 448 772"><b>Website</b></p> <p data-bbox="683 751 1294 911">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. Strategic placement of key messaging and advocacy tools will enhance the advocacy function of the website.</p> <p data-bbox="683 943 1279 1050">A new membership profile webspace will be developed and implemented to enhance donor coordination through improved information exchange within and beyond the Platform membership.</p> <p data-bbox="683 1082 1294 1214">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 Web analytics upgraded and enhanced SEO analysis completed and recommendations implemented

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	<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 or through external media channels such as Devex.	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, transcribed and edited for a range of web and social media content to raise the visibility of Platform members.	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
	<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 will continue to be 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 or knowledge sharing product for each event
	<b>Current events and policies</b>	Populate website with news, policies and strategies from member and partner organizations to support the Platform audience to stay up to date.	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>	<p>The database is regularly updated with new publications and event reports and is an additional entry point to the Platform website. Update the dashboard microsite with spotlights on latest included reports, food systems and donor community.</p> <p>New initiative for short interviews with authors and organizations behind key global reports included in the database, to provide context to the recommendations included.</p>	1.1 Value 1.3: Positioning 3.1: Knowledge exchange 3.2: Hub	<p>Database updated at least once per quarter. Promotional campaign through social media, newsletters, web article, and direct outreach to academia and external partners in the food and donor communities.</p> <p>2 interviews for web article and social media channels</p>

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	<b>Food Systems Architecture Database</b>	<p>The database is regularly updated with organizations that meet the criteria for inclusion and is an additional entry point to the Platform website. The database provides a horizon scan of the international architecture of organizations working on food systems and agricultural development, to enhance collaboration opportunities and avoid overlapping efforts.</p> <p>The database is an advocacy opportunity for outreach to current and potential inclusions. New initiative to spotlight selected organizations from the database through short interviews to be published on the website and social media channels.</p>	<p>1.1 Value 1.3: Positioning 3.1: Knowledge exchange 3.2: Hub</p>	<p>Database updated at least once per quarter. Promotional campaign through social media, newsletters, web article and direct outreach to organizations included in the database and academia and external partners in the food and donor communities. 2 interviews for web article and social media channels</p>
<b>Events</b>	<b>Annual General Assembly (AGA)</b>	<p>The Platform's Annual General Assembly will be held in hybrid format in 2025, tentatively scheduled for December. 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.</p>	<p>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</p>	<p>1 AGA per year 1 AGA communications outreach plan</p>
	<b>Timely, open events</b>	<p>Global events, webinars and workshops based on current Platform workstreams, global news and events, with high-level keynote speakers and panelists.</p>	<p>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</p>	<p>2 events per year 1 communications outreach package per event</p>

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<b>Closed donor/member events</b>	Private conversations and roundtable discussions for candid 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 1 event for the SDG2 Roadmap TWG 1 event for the new Sustainable Finance TWG
<b>Social Media</b>	<p data-bbox="365 715 667 735"><b>LinkedIn</b></p> <p data-bbox="683 715 1303 818">LinkedIn is 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.</p> <p data-bbox="683 850 1303 1010">In 2025, the objective is to increase strategic influencing of the membership through social media. Engagement rates in LinkedIn is 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.</p> <p data-bbox="683 1042 1303 1121">Programmed posts around Platform activities and priorities will be shared with the membership for posting to leverage a broader online network.</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 post per week, frequency could vary according to content availability and number of relevant thematic days 15% 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
<b>X/Twitter</b>	X/Twitter is 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



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<p><b>Instagram</b></p>	<p>In 2025, continued attention will be placed on maintaining the growth momentum 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>	<p>1.2: Awareness raising  1.3: Positioning  2.1: Relevance  3.1: Knowledge exchange  3.2: Hub</p>	<p>1 post or video reel published per communications product released  1 post or video reel published per relevant UN day or international event  5 interviews in the new Cafeteria Chats series  At least 1 youth or woman leader identified for engagement on Instagram account.</p>
<p><b>YouTube</b></p>	<p>The YouTube channel is the space for all Platform video content including interviews and event recordings. The homepage will be updated to ensure YouTube remains an advocacy tool to showcase GDPRD membership, working groups, activities and workstreams.</p>	<p>1.2: Awareness raising  1.3: Positioning  2.1: Relevance  3.1: Knowledge exchange</p>	<p>All public Platform events and interviews are posted on YouTube  Home page content and structure redesigned  Playlists created for improved searchability and ease of navigation</p>



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

[www.donorplatform.org](http://www.donorplatform.org)