GFF RM Campaign Approach

**April**
- **10 – 16 April**
  Spring Meetings of the WBG and IMF, Washington D.C., U.S.
- **19 – 21 May**
  G7 – Hiroshima Summit, Hiroshima, Japan

**May**
- **21 – 30 May**
  World Health Assembly, Geneva, Switzerland

**June**
- **22 – 23 June**
  Summit for a new global financial pact, Paris, France
- **17 – 20 July**
  Women Deliver conference, Kigali, Rwanda
- **25 – 26 July**
  Africa Human Capital Heads of State Summit, Tanzania

**July**
- **05 September**
  United Nations General Assembly, New York City, U.S.

**August**
- **22 – 23 June**
  Summit for a new global financial pact, Paris, France

**September**
- **9 – 15 October**
  Annual Meetings
- **15 – 17 October**
  World Health Summit, Berlin, Germany
- **22 – 23 June**
  Summit for a new global financial pact, Paris, France
- **05 September**
  United Nations General Assembly, New York City, U.S.

**October**
- **10 – 11 November**
  Paris Peace Forum, Paris, France
- **10 – 11 December**
  Doha Forum, Doha, Qatar

**November**
- **10 – 11 November**
  Paris Peace Forum, Paris, France

**December**
- **End of year**
  CSOs and GFF champion rallied behind the GFF fundraising ask

**April – June**
- Soft launch at Spring Meetings
- Behind the scenes advocacy, that leverages co-hosts to influence and help line up other donors

**June / July – December**
- Official campaign launch - media engagement with global tier-1 publications & more public advocacy from partners.
- Closed door ministerial dialogue at WD and engagement with heads of state and ministries
- AM ED event and High-level pledging at World Health Summit in Berlin
- Scaling up engagement with donors while maintaining a flexible approach to their contributions

**End of year**
- CSOs and GFF champion rallied behind the GFF fundraising ask