GFF RM Campaign Approach

10 - 16 April
Spring Meetings of the WBG and IMF
Washington D.C., U.S.

19 - 21 May
G7 - Hiroshima Summit
Hiroshima, Japan

21 – 30 May
World Health Assembly
Geneva, Switzerland

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

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

9 - 15 October
Annual Meetings

15 - 17 October
World Health Summit
Berlin, Germany

10 – 11 November
Paris Peace Forum
Paris, France

10 – 11 December
Doha Forum
Doha, Qatar

April
Soft launch at Spring Meetings

June
Official campaign launch - media engagement with global tier-1 publications & more public advocacy from partners.

July
Closed door **ministerial dialogue** at WD and engagement with heads of state and ministries

September
UNGA side event and **CIFF announcement**

October
AM ED event and High-level pledging at World Health Summit in Berlin

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

April – June
Behind the scenes advocacy, that leverages co-hosts to influence and help line up other donors

June / July –December
Scaling up engagement with donors while maintaining a flexible approach to their contributions