World Health Organization   **UNITED NATIONS FOUNDATION**   **SWISS PHILANTHROPY Foundation**

Partner Communications Guidance

Background

Thank you for stepping up to support the COVID-19 Solidarity Response Fund. This document provides tools and steps to take to help you get the most out of our partnership.

If you have any questions about this document or communications around the partnership, please reach out to Annie Rosenthal at arosenthal@unfoundation.org.

Getting ready for launch

To help us acknowledge your contribution, the United Nations Foundation is offering the following:
- A quote from UNF's President & CEO Elizabeth Cousens for inclusion in your press release or internal communications
- Your logo on our partner acknowledgement page
- A thank-you shoutout on UNF's social media

Checklist for announcing the partnership

Please provide the following to Annie Rosenthal (arosenthal@unfoundation.org) at least 24-hours before your expected announcement.

☐ Date and time of your public announcement

☐ Whether you would like a quote from our President & CEO Elizabeth Cousens

☐ Preferred social media handles to be tagged in our "thank you"

☐ High-resolution logo file (.png or .eps)

☐ Website URL should click through to

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Other Promotional Tools

Tools for building out promotion on your channels

We have developed tools to provide your teams with content and templates for your own channels.

Brand guidelines

These brand guidelines include key brand elements for the COVID-19 Solidarity Response Fund campaign, including information about logo lockups, brand typography and color, and guidelines around photography use.

Partner toolkit

The partner toolkit includes a variety of tools for ease of promotion. These include:key messages; a PSA video; social media copy; graphics; and website and intranet copy.

Graphic templates

These graphic templates can be used to add your logo and custom messages to COVID-19 Solidarity Response Fund graphics. **Please note that you cannot add the WHO logo to these graphics.

PSA script

Use the sample PSA script as a template for your announcement.

Social media channels to watch

Twitter

- United Nations Foundation: @unfoundation
- Director-General of the World Health Organization: @DrTedros
- World Health Organization: @WHO

COVID-19 SOLIDARITY RESPONSE FUND

www.covid19responsefund.org

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Facebook

- United Nations Foundation: @unitednationsfoundation
- Director-General of the World Health Organization: @DrTedros.Official
- World Health Organization: @WHO

Instagram

- United Nations Foundation: @unfoundation
- Director-General of the World Health Organization: @DrTedros
- World Health Organization: @WHO

LinkedIn

- United Nations Foundation
- Director-General of the World Health Organization
- World Health Organization