GLOBAL
SHELTER CLUSTER
Coordinating Humanitarian Shelter and Settlements

Tips for Successful Donor Briefings

1. **Define your objectives and your audience**
   - **Clarify your goals**: Decide whether you want to highlight achievements, address funding gaps, or garner support for upcoming programs.
   - **Know your donors**: Research each donor's priorities and past funding patterns to tailor your presentation and talking points. With the rapidly changing donor landscape, engage in a donor mapping exercise to understand who you're speaking with.

2. **Prepare targeted content**
   - **Use data and evidence**: Present clear figures (e.g., people reached, funding needs) to demonstrate impact. Include stories or photos whenever possible to bring data to life, showing actual human impact and needs.
   - **Showcase achievements and challenges**: Balance success stories with realistic accounts of gaps and unmet needs, so donors see both progress and where further support is required.

3. **Develop an engaging agenda**
   - **Keep it focused**: An effective briefing might include a short reflection on last year's response, current priorities, and an open Q&A session. When possible, ask your CLA Coordinator and Country Representative to provide opening remarks.
   - **Highlight critical issues**: If Disaster Risk Reduction, environmental impacts, or gender is a priority in your operation, integrate those topics into the briefing.

4. **Coordinate with partners and authorities**
   - **Invite key stakeholders**: Ensure relevant government counterparts, cluster members, and technical experts are included to strengthen credibility and demonstrate strong coordination.
   - **Leverage technical working groups**: Involve thematic experts (perhaps from relevant COPs and WGs) for more in-depth insights.

5. **Emphasize donor engagement strategies**
   - **Frequent updates**: Donors appreciate ongoing communication. Consider sending concise situation updates or infographics before and after the briefing. Prepare a one-or-two-pager that summarizes the topics covered in the briefing.
   - **Follow-up meetings**: When possible, follow group briefings with donors with smaller, focused meetings to address donor-specific interests.

6. **Present a clear call to action**
   - **Lay out funding needs**: Clearly state financial requirements and anticipated outcomes for each priority area.
   - **Provide concrete next steps**: Offer donors pathways to contribute (e.g., pipeline support, cash-based interventions) and show exactly how their funds will be used.

7. **Monitor and follow up**
   - **Track results**: After the briefing, note which information resonated most with donors. This will help refine future outreach.
   - **Nurture relationships**: Schedule periodic check-ins or share short impact updates to show ongoing progress and maintain momentum.