

## Resource Mobilization Brainstorming Session Pre-Read

### Overview

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As part of the Stop TB Partnership's 28th Coordinating Board Meeting pre-briefings, the Secretariat will host a brainstorming session on the progress and next steps around its resource mobilization efforts, specifically to raise the necessary financing to fulfil the organization's mandate, programs, activities, and operations for the 2017-2020 period.

The session will offer an opportunity to update the Board on the Secretariat's resource mobilization efforts underway, and seek their guidance on the approach moving forward. Given the important shifts in the TB landscape (as previewed in the Executive Director's [Report](#)) and to optimize the Stop TB Partnership's unique programs and activities, it is imperative that the organization's resource mobilization efforts are effectively implemented in partnership with its Board members and key partners.

As the Secretariat seeks to raise additional and new resources, the fundraising environment is growing more challenging. Over the coming week, advocates at the 71st United Nations General Assembly will raise many other issues also deserving of donor funding, including action on the refugee crisis and antimicrobial resistance. The Global Fund to Fight AIDS, Tuberculosis, and Malaria's 5<sup>th</sup> Replenishment Conference, which ends the day before this brainstorming session, will provide an important indicator of financing trends for TB specifically and global health more generally.

### Objectives

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Objectives of the brainstorming session include:

1. Ensure the Board is aligned on the Secretariat's approach and activities for mobilizing resources.
2. Obtain the Board's guidance on the most promising approaches for diversifying the Stop TB Partnership's donor base – including inputs on how the Secretariat should prioritize engaging with specific donors and communicate the organization's unique value proposition.
3. Identify the most efficient ways for the Secretariat to involve the Board and its key partners in its resource mobilization efforts.

### Session Agenda

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The brainstorming session will begin with opening reflections regarding where the Stop TB Partnership was versus where it is now. It will be followed by a brief presentation on the organization's current funding situation and resource mobilization efforts. The presentation will cover at a high-level:

- The state of the current funding commitments to the Stop TB Partnership and
- An assessment of the critical resource mobilization challenges and opportunities the Secretariat is currently focused on.

## Discussion Questions

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The majority of the brainstorming session will be a moderated discussion with the Board members, and will be broadly organized around three main questions.

- 1. Where and what are our best opportunities for improving/accelerating our current resource mobilization effort?**
  - a. Are we in conversations with the right potential donors (and appropriately prioritizing those conversations)?
  - b. Could we approach potential donors in new and/or better ways?
  
- 2. How can we best frame the Stop TB Partnership's value proposition?**
  - a. What, in your experience, positions the organization as a smart investment? Do different factors resonate with different donors?
  - b. How can we work with our Board members and key partners to improve donor understanding of the unique role the Stop TB Partnership plays in the overall TB space and response?
  
- 3. How can the Board and Secretariat best work together moving forward?**
  - a. Which Board relationships have we not fully leveraged?
  - b. What are the best ways to keep the Board updated and engaged on our resource mobilization efforts?