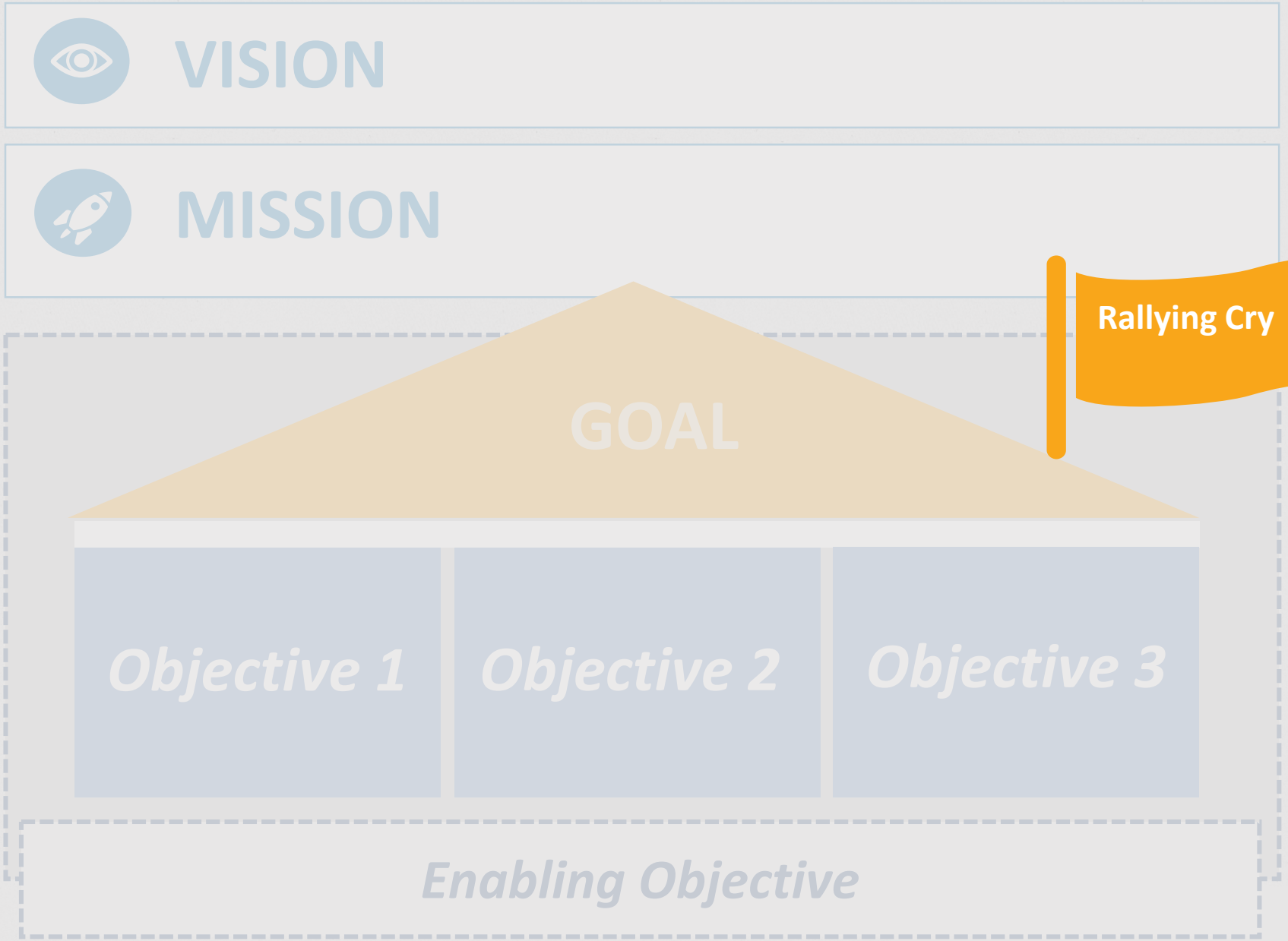


Rallying Cry


VISION
MISSION
Rallying Cry
GOAL
Objective 1
Objective 2
Objective 3
Enabling Objective

2020/2021 Financing Campaign Pillars: KNOW YOUR AUDIENCE

GPE LEADERSHIP

- Chair, Vice-Chair
- CEO, Secretariat
- Board

ADVOCACY PARTNERS

- Co-Hosts
- Champions
- CSOs
- Board members

PUBLIC POLICY ENGAGEMENT

- Education sector
- International development
- **Broader 'hot topics', and political leadership**

EXTERNAL COMMUNICATIONS

- Case for investment
- Strong results narrative
- Communications assets for partners and champions
- Media

Education is key to all Sustainable Development Goals



GLOBAL PARTNERSHIP *for* EDUCATION

Rallying Cry: Background

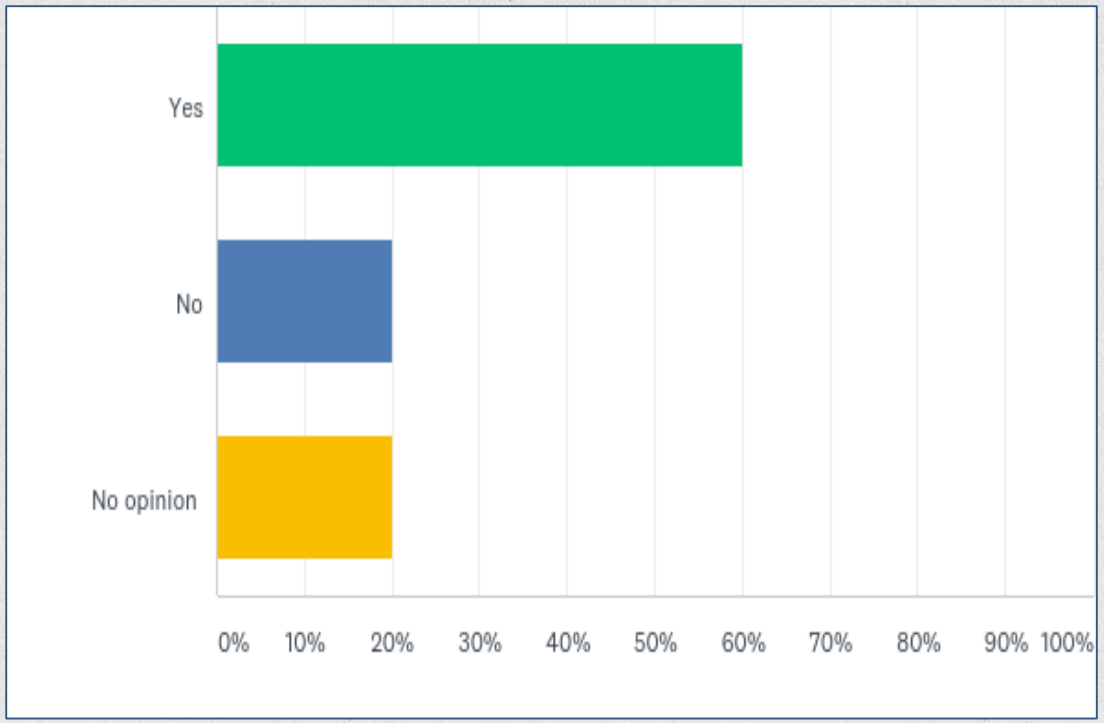
- Examples from other sectors:
    - Under 5 mortality
    - 2C temp increase
    - $1 / day

- Options put to the Board included: *“Lift poor girls out of learning poverty” or “More poor girls learn” or “More girls complete lower secondary education”*

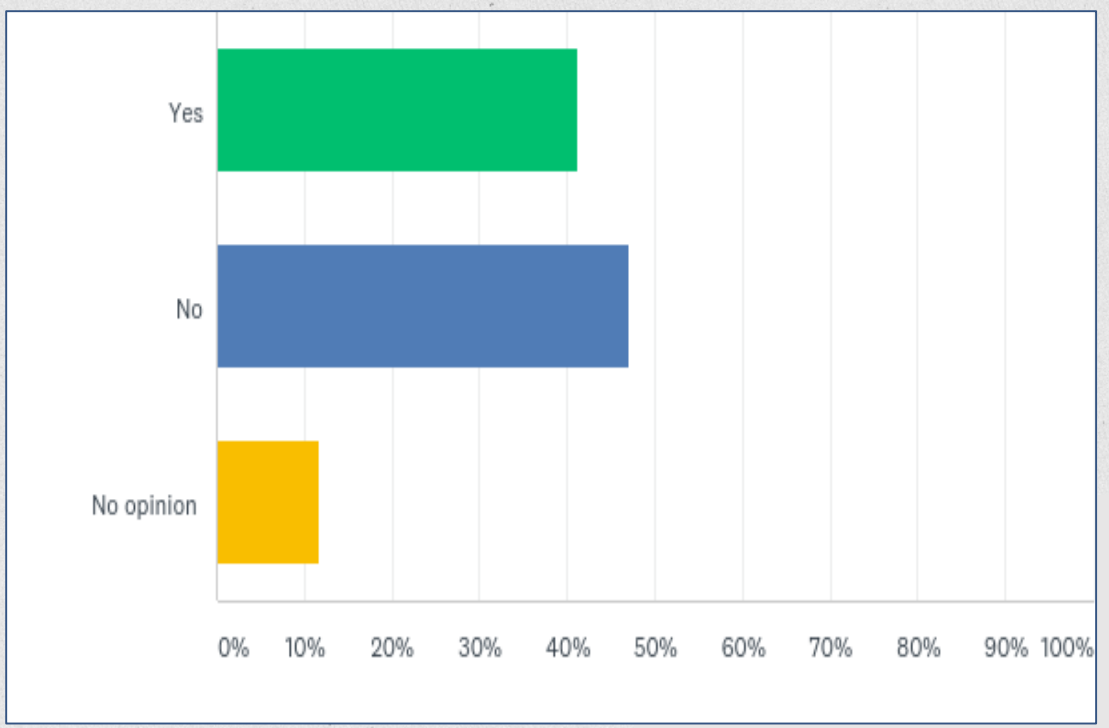
GLOBAL PARTNERSHIP for EDUCATION

Rallying Cry: Survey outcome

Should GPE adopt and high-level partnership rallying indicator?



If yes, should GPE focus on improving the education outcomes for poor girls as the main focus for the rallying indicator?



Rallying Cry: Next Steps

- Clear support of rallying cry for GPE. Suggestions proposed by more than one constituency included: (a) A rallying cry aligned with the SDG 4 framework and indicators for example, indicator 4.1.1 focused on minimum proficiency levels in reading and mathematics or (b) A rallying cry aligned with the World Bank's Learning Poverty indicator.

- Recommendation that rallying cry is developed alongside Case for Investment

- **June – August**: Secretariat to develop options that are **comprehensible**, **measurable** and **inspiring**.

- **September:** Options for Board decision

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Thank you!