Rallying Cry
### 2020/2021 Financing Campaign Pillars: KNOW YOUR AUDIENCE

<table>
<thead>
<tr>
<th>GPE LEADERSHIP</th>
<th>ADVOCACY PARTNERS</th>
<th>PUBLIC POLICY ENGAGEMENT</th>
<th>EXTERNAL COMMUNICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Chair, Vice-Chair</td>
<td>• Co-Hosts</td>
<td>• Education sector</td>
<td>• Case for investment</td>
</tr>
<tr>
<td>• CEO, Secretariat</td>
<td>• Champions</td>
<td>• International development</td>
<td>• Strong results narrative</td>
</tr>
<tr>
<td>• Board</td>
<td>• CSOs</td>
<td>• Broader ‘hot topics’, and political leadership</td>
<td>• Communications assets for partners and champions</td>
</tr>
<tr>
<td></td>
<td>• Board members</td>
<td></td>
<td>• Media</td>
</tr>
</tbody>
</table>
Education is key to all Sustainable Development Goals

1. No poverty
2. Zero hunger
3. Good health & well being
4. Quality education
5. Gender equality
6. Clean water & sanitation
7. Affordable & clean energy
8. Decent work & economic growth
9. Industry, innovation & infrastructure
10. Reduced inequalities
11. Sustainable cities
12. Responsible consumption & production
13. Climate action
14. Life below water
15. Life on land
16. Peace and justice
17. Partnerships for The goals
Rallying Cry: Background

• Examples from other sectors:
  • Under 5 mortality
  • 2°C 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”
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
Thank you!