

Communications Guidance

Demonstrating Gavi funding

PUBLIC

July 2025



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Introduction

Gavi's CSO fund manager mechanism aims to identify and reduce zero-dose children as well as to support Civil Society Organisations (CSOs) to contribute to increased immunisation coverage.

All grantees of Gavi's CSO fund manager mechanism are asked to acknowledge the funding from Gavi in all written materials and verbal statements relating to their project as well as to communicate the impact of their Gavi-funded project at specific moments within the project's lifecycle.

Using a donor's logo and referencing a project's funding source in an organisation's project communications helps to demonstrate from where they have received / are receiving their financing. This in turn, can help with stakeholder influencing and engagement.

For example:

- To project participants
- To actors from within and outside the sector and
- In the case of the Gavi CSO funding mechanism, to the Alliance Partners and governments such as WHO or a project delivery country's EPI (Expanded Programme on Immunisation) team.

This document is designed to support grantees to consider how these activities can be interwoven into the fabric of their project and their organisation's outputs. To facilitate this, it is recommended that communications activities as outlined below, are factored into the grantee's project budget.

Section one: Communicating your funding

Overview: When is a grantee required to communicate?

There are two key moments that we ask grantees to capture and communicate their funding and project progress publicly themselves.

1. After a grant agreement has been signed and shared with Gavi

- Grantees will receive an email from MannionDaniels that the grant agreement has been signed and completed. It is after this email has been received that a public acknowledgement of the funding can be made. More on this in [Announcing the funding](#).

2. At the project close-out

- Grantees will receive an email from MannionDaniels communication team approximately three months before they are expected to complete their project. More on this in [Impact communications](#).

It should be noted, that communications throughout the implementation of a Gavi-funded project is also encouraged. For example, if there is a community sensitisation activity captured on camera that a grantee wants to share on social media. The content does not need to be verified by MannionDaniels before each post; but specific rules should be followed for consistency of messaging however. More on this in the [Grantee toolkit](#).

Grantees are also expected to provide stories of progress, impact and change in their six-monthly narrative reports submitted to their Grants Manager. Guidance on this is also available.

Announcing the funding (1)

After an organisation's grant agreement has been signed and shared with Gavi, they have entered into their project implementation phase. At this point they are encouraged to think about how they will communicate their funding award to their supporters.

A grantee will typically develop a short announcement communications plan featuring the planned dates for dissemination of their messaging, and the proposed content / anticipated outputs. For feedback, grantees can share it with the MannionDaniels' communications team by email. [Contact details can be found at the end of this document.](#)

A grantee's communications channels are likely to include:

- Their own online presence –their organisation's website and/or social media channels (Facebook, LinkedIn, Twitter, for example) as applicable
- An email or supporter magazine
- Media – local, national (if deemed appropriate)
- Sector – the EPI (team in a grantee's country of implementation).

Content could include:

- How much the funding is for
- The project's duration
- The region and districts (and country, if relevant) that the project will be delivered in
- The objective of the project
- Statistics relating to anticipated reach
- The Gavi logo and associated wording.

Impact communications: What to communicate (2)

MannionDaniels' communications team will remind grantees three months before project close-out to consider their wrap-up communications relating to their project.

A grantee is encouraged to develop a short communications plan (similar / same as their announcement communications plan), featuring the planned dates for dissemination of their messaging and anticipated outputs of their **impact communications**.

A strong grantee communications plan for the project close out will probably include the following touchpoints:

- Grantee owned channels – website, social media, newsletter
- Media – local, national (if felt appropriate)
- Sector – a grantee's country of implementation EPI team

Content could include:

- Reference to their funding and where it has come from (Gavi's CSO funding mechanism)

- Who was the target group for the project and why
- What progress has been made by the end of the project and lessons learnt
- Any changes – attitudinal, for example - that have been seen within the target group (as a result of the funding)
- Statistics if available (these will need to be verified by the grantee's Grants Manager)
- Relevant photography or imagery that can be used in impact reporting to Gavi stakeholders
- The Gavi logo.

Communications and learning: a joint vision

Learning is an essential element of both Gavi's CSO funding mechanism and Gavi's wider results monitoring and evaluation process. It also helps to communicate impact, demonstrate expertise in immunisation, and can make a grantee's communications more unique and engaging.

In the Gavi Workbook, CSOs are asked to design three strategic learning questions relating to their project. Alongside these learning questions, they should think about how they will use the lessons learnt in their project. One way could be to communicate them in a social media post, blog, video, newsletter or short report. Sharing lessons learnt doesn't have to be overly technical – depending on the audience, grantees may want to share learnings in a creative way, such as through an infographic, wall art or live performance.

CSOs should discuss their approach to communicating lessons learnt with their Grants Manager during the design of their Gavi Workbook, as well as at key milestones throughout the project.

Evaluating a grantee's announcement and impact communications

Analysing the effectiveness of a communications plan roll out and sharing it with MannionDaniels' communications team is helpful – especially when looking for supporting evidence to demonstrate the investment value to the wider sector.

Useful metrics would include:

- Engagement rate
- Open rate
- Retention rate
- Opportunities to view.

Section two: How will impact stories be shared?

MannionDaniels' communications team will be looking to amplify the progress and impact from the projects – the stories of change, perhaps - through a variety of channels. The format of these may include:

- News stories – disseminated to the Gavi team to share on the Gavi website or through the [CSO Constituency website](#) for example
- Project case studies - created with content mostly from grantees' impact communications at the project close-out points and shared with Gavi CSO fund manager mechanism's in-country teams / internal communications channels
- Spotlights on specific countries and projects to highlight results of the funding
- Social media content.

A grantee's contribution towards these amplifications are expected to come from announcement and impact communications, as well as their six-monthly reports to their Grants Manager. Contributions outside of these times are always welcome and considered for dissemination.

Communications support is available

Not all CSOs supported by Gavi's CSO funding mechanism will have their own communications team. The MannionDaniels' communications team is available to support CSOs to get the best from their activities. Further guidance could be developed depending on need and this could include:

- Support to evaluate existing social media channels and to help identify opportunities to communicate a CSO's work more widely, for example
- Help to craft meaningful impact communications including infographic, video or written outputs.

To organise these, grantees should speak firstly with their Grants Manager who will triage them to the most appropriate communications contact for further exploration

Photography / video and consent

It is important that written consent is secured for any photographs or videos taken. If the photograph captures a person under the age of 18, permission must be sought from the responsible adult for that person. Any photographs taken on a personal phone should be uploaded to a central, safe space before being removed immediately from the personal device. For further support on this, guidance can be provided, and for further advice on the appropriate use of photography and vaccination photos, do refer to Gavi's branding guidelines which can be [downloaded from the central Gavi media library online](#).

Section three: A grantee's communications toolkit

Key messaging

The following key messaging should be used when developing a grantee's announcement (1) communications as well as impact communications (2).

Who is Gavi?

- Gavi, the Vaccine Alliance was established in 2000 as a **public-private partnership** that helps vaccinate more than half the world's children against some of the world's deadliest diseases.
- Gavi's mission is **to save lives and protect people's health by increasing equitable and sustainable use of vaccines**.
- Gavi plays a key role in **improving global health security** by supporting health systems and funding global stockpiles for Ebola, cholera, meningococcal and yellow fever vaccines.
- Gavi is focused on **protecting the next generation**.

What is Gavi's CSO fund manager mechanism?

To help increase immunisation coverage in lower-income countries, Gavi launched a series of opportunities for civil society organisations (CSOs) to apply for funding directly from Gavi. These include country-specific calls for proposals, alongside single-source funding driven by countries and approved by governments. This approach reflects a wider commitment from governments to endorse the role of CSOs in extending immunisation services to reach all communities.

There are three clear objectives of the funding:

1. To increase immunisation coverage and reduce the number of zero-dose and under-immunised children
2. To support the roll-out of HPV vaccines to increase coverage and
3. To support the roll-out of COVID-19 vaccines as an integral part of routine immunisation to increase both COVID-19 and routine immunisation coverage.

The funding mechanism supports Gavi to engage and work with a diverse range of CSOs and reach even more communities in Gavi eligible countries.

What type of CSOs are included in this funding mechanism?

National, local and international NGOs are contracted to implement immunisation projects focused on increasing demand generation, community engagement, and service delivery.

Who is supporting Gavi to deliver the CSO funding mechanism?

Gavi is supported by [MannionDaniels](#), a global health and social development consultancy, working with [Oxford Policy Management \(OPM\)](#) in a consortium, to design calls for proposals, receive applications, and manage the grants.

Further information

- [Gavi CSO fund manager mechanism](#)
- [MannionDaniels](#)
- [Oxford Policy Management](#)

Branding for grantees

Using the Gavi logo and wording

Organisations in receipt of funding from Gavi for the Gavi CSO fund manager mechanism should use the Gavi logo when referencing their Gavi-funded project. The grant should be active at the time of use however. Once the funding has finished and the project close out communications completed, the logo can no longer be used.

Examples of use may be:

- On an organisation's website
- Social media infographics and accompanying text
- In a *video or online webinar

*In the case of a video, grantees must be clear that Gavi funded the project and not the video however.

Assets and branding requirements

Branding the assets of a Gavi-funded project with the Gavi logo, requires consideration and approval from the fund manager, MannionDaniels, and occasionally Gavi, the Vaccine Alliance also. Grantees are required to complete a [CSO Branding Statement template](#) to support with this and [guidance is available](#) to aid grantees with this.

The Gavi brand

The full name is Gavi, the Vaccine Alliance. Appropriate abbreviation of the full name is "the Alliance" depending on the context. At first mention, use the full name "Gavi the Vaccine Alliance". The abbreviation "Gavi" typically refers to the Alliance as a whole.

Correct Gavi, the Vaccine Alliance

Incorrect Gavi the Vaccine Alliance (no comma between 'Gavi' and 'the')

Incorrect Gavi, The Vaccine Alliance (The 't' of 'The' should be lower case and not capitalised)

Gavi logo and ordering

For specifics regarding the Gavi logo and any relating technical requirements (for example, the file format, the size of the logo, or the colour of the background), grantees should refer directly to Gavi's branding guidelines which can be [downloaded from the central Gavi media library online](#).

Some general principles are listed below also:

- The logo has a minimum size of 30 mm in length

- Whenever possible the colour version of the logo should be used against a white background
- When other logos are used alongside the Gavi logo they should be shown at proportionately the same size and at the same level, with equal emphasis to all logos
- If it's a Gavi event/initiative/programme, the Gavi logo should appear first
- If it's not a Gavi event/initiative/programme, logos should appear in order relative to the level of support provided (that is, with the largest first)
- If co-funding/co-hosting/co-sponsorship is equal among Gavi and partners, logos should appear in alphabetical order (unless agreed otherwise with partners).

Example infographics for social media and accompanying wording

We have created some example infographics for grantees they can adapt with their own brand colours as appropriate for their organisation and their project and these templates are available to access on Canva. If a grantee doesn't already have a Canva account, access to a free account is available at canva.com

In short, however:

- The following example **landscape infographic** would work well for Facebook or Twitter and can be accessed through this [sharing link on Canva](#) for grantees to personalise and use as appropriate.



- The following infographic would work well for a LinkedIn post for example. The template can be access through this [LinkedIn template sharing link on Canva](#).



- The following two **square infographics** could work well for Instagram as well as Facebook or Twitter for example. It can be accessed through this [sharing link on Canva](#).





Grantees can access these designs through Canva. Certain elements of the designs can be adapted such as the photographs and wording as appropriate for a grantee's project.

Note: It is **not** mandatory that these infographics are used; a grantee's own branding and brand colours could be used, as well as a different platform to create any infographics. However, the Gavi logo should be included once agreed following submission of the CSO Branding Statement, and the accompanying wording should be appropriate (see example below).

Accompanying wording for socials

The following is example text to accompany infographics and social media posts such as the ones exemplified above:

We have an announcement... Gavi, the Vaccine Alliance has awarded us \$1 million to deliver vaccinations to 50,000 under 5's in Amhara from September!

To learn more about this exciting new project visit www.examplewebsiteaddress.com

#GaviCSOFunding

Hashtags

Please try to include the first hashtag in all social media posts where possible. The other hashtags are examples only.

- **#GaviCSOFundManagerMechanism**
- **#CSOFunding**

- #VaccinesWork / #LesVaccinsCaMarche
- #VaccinesByGaviCSOs
- #MannionDaniels

How MannionDaniels communications team communicates with grantees

Email is the primary method of communication that will be used by the MannionDaniels communications team to contact grantees. The contact's name and email will be the one linked to the grantee's Grantelope account, it is important that this is kept up to date.

Who should grantees contact?

For communications queries or support, grantees should contact their Grants Manager firstly or email communications-gavi-cso@manniondaniels.com