PACIFIC UNSOLICITED BILATERAL DONATIONS
COMMUNICATIONS PROJECT: 2017-18 CYCLONE SEASON

Pilot Project
The Pacific Unsolicited Bilateral Donations (UBD) Project is the first regionally-coordinated initiative aimed at reducing the number of UBD arrivals during disaster response.

Throughout the 2017-18 South Pacific Cyclone Season, the Pacific Logistics Cluster, led by WFP Pacific Office, worked with NGOs, government and private sector partners on a #Cashisbest communications campaign. The campaign focused on raising public awareness about donating effectively, how to assist communities affected by disaster, and why monetary donations are best.

187 Number of communication outreach activities
4.9 Million Estimated audience reach
6 Number of events the communications project was presented at across the region
30 Partners

#CASHISBEST COMMUNICATIONS CAMPAIGN

HOW
Twitter
Facebook
Media
Online
LinkedIn
Events
Instagram
E-newsletter

WHEN
NOV
DEC
JAN
FEB
MAR
APR

WHERE

2017-18 PARTNER SURVEY
At the completion of the 2017-18 South Pacific Cyclone season, partners were asked to provide feedback on the Pacific UBD communications strategy and campaign, as well as future recommendations for the UBD project.

WHAT STAKEHOLDERS WOULD YOU LIKE TO SEE FURTHER ENGAGEMENT WITH?
PRIVATE SECTOR
MEDIA
PACIFIC DIASPORA
GENERAL PUBLIC

WHAT ARE THE KEY ACTIVITIES IDENTIFIED THROUGH THE SURVEY?
FURTHER RESEARCH on targeted audience
UPDATING COMMUNICATIONS KIT Comprehensive suite of ‘shareable’ content
MEDIA CAMPAIGN Regionally coordinated media campaign

LOC cluster/LOGISTICS/PACIFIC

The Logistics Cluster is led by
World Food Programme

Information represented in this document is based on the most accurate data currently available from the Field Logistics Cluster staff supporting the UBD project. It may be revised as new, or more complete data becomes available.