

RESULTS Grassroots Campaign Strategy

Transforming the fight against both old pandemics and new pandemics

Context:

This fall President Biden is hosting a major pledging summit for the Global Fund to Fight AIDS, Tuberculosis and Malaria, the world's most powerful tool for channeling donor resources to community-led responses to health. An ambitious pledge from the U.S. could help stop the world's longstanding pandemics and prepare for the next one. A lackluster pledge could mean the devastating impact of COVID only gets worse.

What we want to help accomplish in the world:

The Global Fund now has a plan to support countries to save 20 million lives, claw back progress against the three diseases, and help build health systems that reach everyone, everywhere. But it's up to world leaders to invest the money to put the plan into action. It will take \$18 billion – at the very least – for the Global Fund to do its part over the next three years. See the Global Fund's plan [here](#).

What we need from U.S. policymakers:

- By the end of September, the President pledges to contribute a full 1/3rd of what's needed for the Global Fund's plan – starting with at least \$2 billion for next year.
- Bipartisan congressional champions rally around the Global Fund, to make sure the pledge gets delivered over the next three years.
- In its role as host, the White House uses its diplomatic power to bring other donors to the table to achieve full funding.

Key grassroots advocacy strategies:

1. Rallying members of Congress onto a bipartisan letter to the White House, calling for a bold pledge.
2. Making sure the Global Fund gets a major boost in the annual funding process in Congress (appropriations), with at least \$2 billion for next year.
3. A swell of local media, pushing individual members of Congress, and showing nationwide support to the White House.
4. Building new, bipartisan champions in Congress, by pulling out all the stops: media, meetings, community organizing, letter writing, storytelling, and more.

Key messages for Congress:

- **Who's at the decision making table.** Communities directly affected by the diseases, civil society, and lower-income country governments should be part of decision-making and leadership at every level of health. Among global bodies like it, the Global Fund is by far the best model of inclusive governance, from its board to country-level planning to service delivery.
- **The false choice between battling current pandemics and stopping the next one.** The same health delivery systems are needed for both. The replenishment is a chance to help redefine “pandemic preparedness” to what it should be: health systems that put communities and equity at the center of responding to the longstanding pandemics of today.
- **Regaining progress against tuberculosis.** As a disease fueled by poverty and inequity, tuberculosis systems were often understaffed, underfunded, and under supported by the global community, even before COVID. Progress has tumbled backwards over the last two years. The Global Fund is the best chance to get back on track against this centuries-old pandemic.

More on the political context, timeline, and how our advocacy can make an impact

We're calling on President Biden to step up and say the U.S. will contribute a full third of the total need globally. It's up to the President to lead, but Congress also has a role to play. Members of Congress are the most powerful way to influence the

White House, and ultimately it will be up to Congress to **deliver** the pledge, as they're the final deciders on federal spending.

We'll start the year getting members of Congress into action and on the record in a letter to the White House about the replenishment in February. The replenishment process then officially kicks off at the end of February with a global summit hosted by Senegal, South Africa, Rwanda, Kenya, and the Democratic Republic of Congo.

In the spring, we'll then work to influence the annual U.S. "appropriations" process, where Congress will decide how much money to contribute to the Global Fund for the first year of its three-year plan. And throughout the year we want to build a swell of local media and local organizing to build new congressional champions, and show the Administration the depth of national support.

Each step in this process also has a multiplier effect. Since the U.S. is hosting the upcoming pledging summit, other donors will be looking for early signs about how bold the White House is willing to be. Letters from Congress, the President's Budget Request, media we publish, the annual funding level proposed by Congress during appropriations – these will all be important signals to the world.

The White House might announce its pledge at the replenishment conference itself in September – or any time before then. But even if they make a bold, early announcement, our work won't be finished. We will still need the White House to help bring other donors to the table, and we will need the congressional champions long term to make sure the U.S. actually delivers on any pledge that the White House makes.

As we push U.S. policymakers, our ACTION partners all around the world will be doing the same with their governments in Europe, Africa, Asia, and Australia. And together we'll be holding the Global Fund to account for its goals around human rights, equity, and centering the leadership of affected communities in the world's response to pandemics.