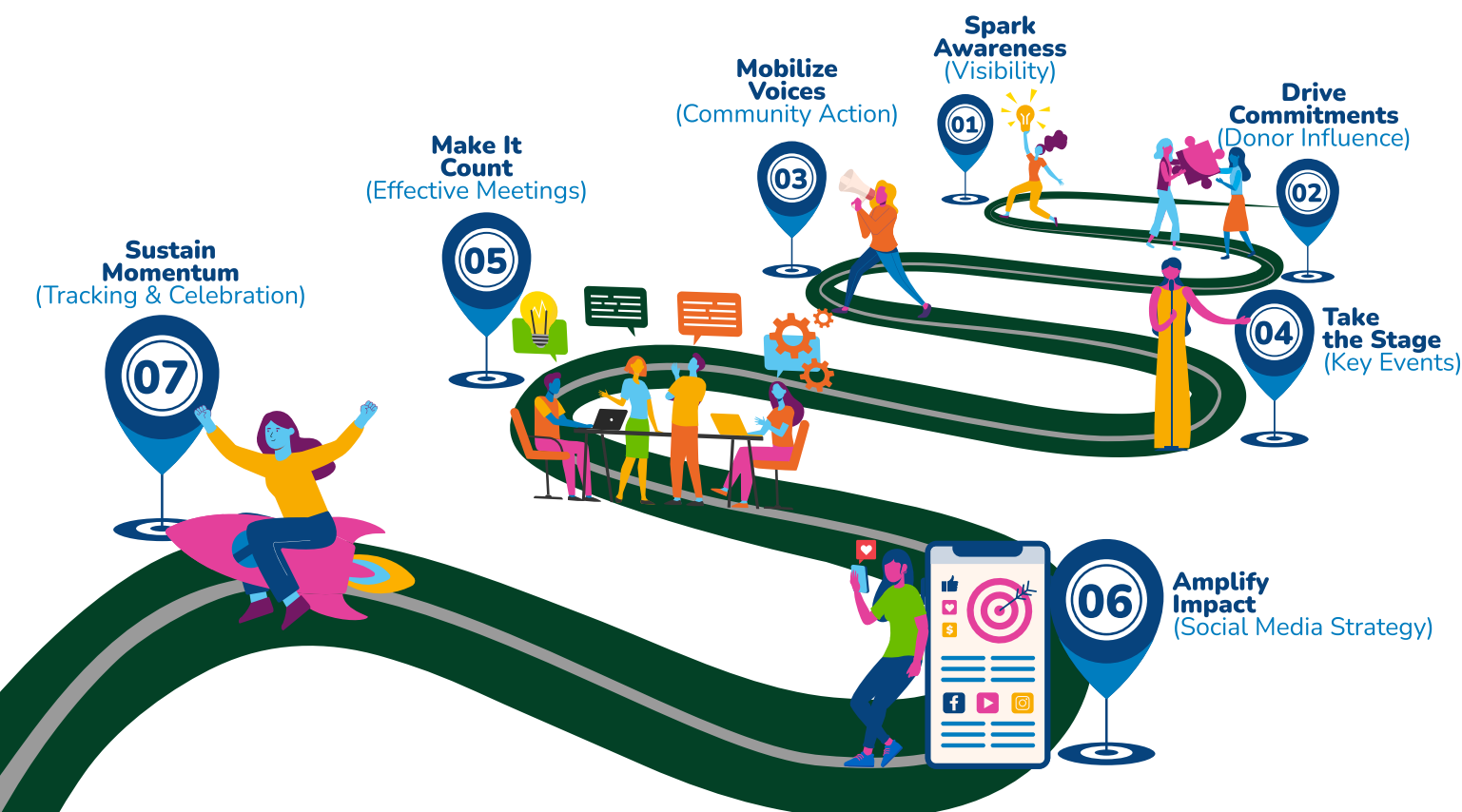


W4GF Advocacy Roadmap for the 8th Replenishment

For National Focal Points, Flourishers, and advocates



Our Shared Goal: Mobilize political will and secure ambitious donor commitments to fully fund the Global Fund's 8th Replenishment – ensuring gender-transformative outcomes for women and girls in all their diversity.

Step 1

Objective: Increase visibility of the 8th replenishment, and highlight the Global Fund's gender impact

Actions for NFPs:

- Share simple explainers (toolkits, infographics from W4GF) with your networks and partners.
- Organize a briefing session (online) for women's groups, youth, and CSOs to explain what replenishment is and why it matters for women and girls.
- Record short videos (1 min max) where young women say: "Why we need a fully funded Global Fund."
- Use hashtags linked to W4GF + allies (GFAN, Global Fund).
- Tie every message back to gender-transformative outcomes (show how investments break barriers to health, fight stigma, protect rights).
- Use local examples: how the Global Fund has helped in your country (concrete examples or lived experiences)

Step 2

Objective: Influence donor countries and national leaders to commit more funding

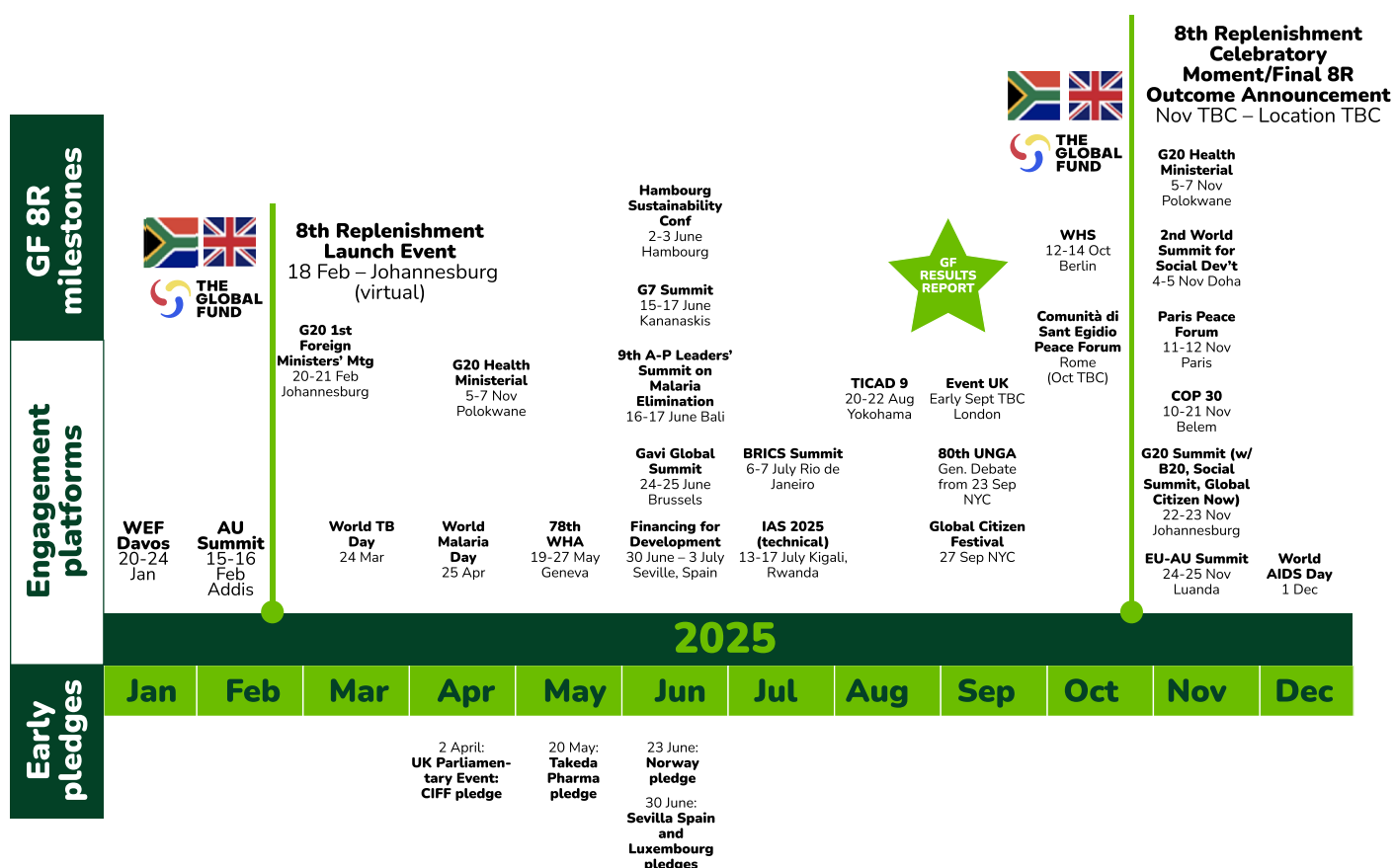
Actions for NFPs:

- Use W4GF's advocacy letter template (already drafted) addressed to embassies of donor countries.
- Personalize if you want with your national/regional context (impact stats, stories, priorities).
- Deliver electronically and/or physically and request a meeting with embassy staff or decision-maker
- Request formal meetings/roundtables with embassies, MPs, or donor reps.
- Present your advocacy package (letter + testimonies + factsheet).
- Follow up regularly (emails, calls, visits).
- Prepare talking points for the meeting

1. Target Key Events

8th Replenishment timeline

Multi-moment/rolling replenishment with potential early pledge announcement platforms culminating in a partnership event and announcement of the 8R outcome



- Identify and attend strategic events where donor country reps are present.
- Speak, ask questions, or organize symbolic actions that spotlight replenishment with a human rights and gender-transformative focus

2. Strategic Recommendation:

- Always frame asks clearly: “We call on (Donor Country) to increase its contribution by X% to the Global Fund, to save Y lives and reduce gender inequalities.”
- Publicize commitments (press releases, social media posts tagging the relevant stakeholders).

Step 3

Objective: Empower and mobilize women and girls at community and national levels

Actions for NFPs:

- Train or brief local women and girls’ groups on replenishment advocacy.
- Provide them with social media packs, toolkits, factsheets, and suggested actions.

[Access our latest key resources document here](#)

- Collect and showcase stories of impact (women living with HIV, TB survivors, malaria community champions).
- Coordinate with other NFPs, Flourishers, and advocates to do synchronized advocacy actions (ex : same-day embassy visits, joint social media push).
- Use international days as advocacy peaks (16 days of activism, World AIDS Day, Global Fund Board meetings, UNGA 2025, WHS 2025).
- Focus on visibility of young women leaders. Spotlight NFPs and Flourishers as key advocates.
- Build alliances with feminist movements, youth groups, and journalists to amplify your voice.

REMEMBER: **Your voice is powerful. Don’t underestimate the impact of one meeting or one tweet!**

Examples

For awareness & visibility

- Our health, our rights, our future! A fully funded @GlobalFund saves lives & advances gender justice and equality.
- Investing smartly in women & girls in their diversity is investing in stronger communities. The time to invest is now!
- Every \$ counts. Every voice matters. Call on donors to fully fund the @GlobalFund.

For political will & donors

- Dear (Donor Country), women & girls are counting on you. Increase your pledge to @GlobalFund to sustain the gains
- Ambassadors, parliamentarians & leaders: we need your commitment to end HIV, TB & malaria.
- When women and girls lead, communities thrive. Fund us, fund our future.

For grassroots mobilization

- Young women & girls are leading advocacy for a stronger Global Fund. Join us, share your voice, demand commitments!
- Activists, movements, communities — together we can unlock the future we deserve.

Strategic tip for posting

- You always need to tag the donor embassies, MPs, or ministries directly (ex: @FranceONU, @GermanyDiplo, @UKinMorocco) when tweeting.
- We advise you to pair text with a visual (quote card, meme, video).

Meeting with donor countries tips

Your Goal as an NFP, Flourisher, and advocate is to mobilize donor support for a fully funded, gender-transformative Global Fund.

First step is to introduce yourself

“Hello, my name is **(Your Name), I am a W4GF National Focal Point/Flourisher/Advocate, and I am here to share why the 8th Global Fund Replenishment matters for women and girls in all of our diversity, in **(Your Country)**.”**

Key Talking Points

Useful Documents

- [Global Fund 2025 Results Report](#)
- [GFAN Cheatsheet](#)

Why the Global Fund Matters

- Saves lives: HIV, TB, malaria deaths cut in half since 2002.
- Local impact: (Example from your country/community).
- Risk: Without strong commitments, gains could be reversed.

Why Women & Girls Must Be at the Center

- They face barriers like stigma, inequality, violence, lack of health services.
- Community, human rights, and gender focused initiatives remove these barriers, strengthen rights.
- Women thriving = communities thriving.

Your Ask (you need to be Clear!)

- “We call on (Donor Country) to increase its pledge to the 8th Replenishment.”
- What are the benefits of pledging?:

A clear return on investment (ROI):

- Every **\$1** invested in the Global = **\$19 in returns**
- The Global Fund generated **\$103B** cumulative health-economic gains from 2002 to 2023
- **\$63B** invested in **100+ countries** since 2002. These investments have saved **70 million lives** and cut combined death rates from HIV, TB and malaria by **63%**.
- **93.8%** of funding goes directly to programmes, showing efficiency and direct impact.

This translates to: lives saved, strengthened health systems and an advance in gender equality and human rights.

Remind them about our commitment as W4GF

- We as W4GF are mobilizing young women and girls in all their diversity to raise awareness and advocate.
- Ready to partner with donor countries to make this replenishment a success.
- Every dollar pledged = hope, justice, equality.

Quick Facts / Talking Starters

- Total lives saved by Global Fund: 65+ million (adjust for latest data) and + in your country total
- CRG programmes help remove barriers to health access for women, girls, LGBTQ+ communities.
- Example: In (Country), Global Fund funded [programme] reaching [X] women/girls.
- Try to share a short story/testimony from your community.
- 3-5 minutes is enough for a presentation during the meeting.

It's important to leave something behind and you will need to print your letter + factsheet or share a short video link.

- Send a thank-you email, reiterate your ask, and share any updates.

We invite you to visit our social media platforms and [website](#) for more campaign tools and resources.

Please remember to always include our hashtags in every publication to ensure visibility and engagement:

#FundHerHealth #8ForEquity #8thReplenishment #8ReplenishmentForEquity

w o m e n 4 g f . o r g

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