
Planning a Successful “~~Closeout~~”

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— How do we plan?

How do we communicate?



PLANNING

- ✓ Inform us about your close out event **at least 3 weeks in advance**
- ✓ Copy your AOR/COR on all correspondences to the DOC team
- ✓ **Do not directly extend an invitation** to the Mission Director, requests must come through the DOC team & AOR/COR



PLANNING

- **1-2 days prior to your event**, do a walk through of the venue
- Clear press release at **least 4 days before the event** with AOR/COR and DOCS
- Clear banners, documents, and all public materials at **least 4 days before the event** with AOR/COR and DOCS



BRANDING YOUR EVENT

Where should there be branding?



 **FEED THE FUTURE**
The U.S. Government's Global Hunger & Food Security Initiative

DISTRICT PROFILE SERIES

A Feed the Future Report Covering Northern, Upper West, Upper East & Brong Ahafo Regions.



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FROM THE AMERICAN PEOPLE



How to Communicate a “Closeout”

- Don't use the term “closeout” (not in your press release or on banners)
- Creates the wrong impression about U.S. foreign assistance ending entirely
- Use lessons learned or a gathering to inform future programming



PRESS RELEASES & OTHER PUBLIC MATERIALS

- As good practice, **make sure you have a DOC-cleared press release for the media at your event**
- Focus on results achieved, level of impact, and partnerships
- Limit the use of dollar figures
- Focus on how our work promotes a path to self-reliance
- Do not communicate the event as a “closeout”



GHANA GLANCE

- The Ghana Glance is a peek into USAID/Ghana's monthly activities and achievements—a digest highlighting our strategic partnerships in the areas where we strive to make a lasting impact: democracy and governance, economic growth, health and education.
- **Audience:** Internal USAID, implementing partners (Chief of Parties) and U.S. government officials
- **Tell us what your projects are doing:**
 - Write a 5-8 sentence paragraph.
 - Send us photos and links to articles online



GHANA GLANCE EXAMPLE



A polling agent prepares a voting booth on Election Day. Photo credit: Yooku Ata-Bedu, USAID/Ghana

The USAID-supported Coalition of Domestic Election Observers (CODEO) released its **post-election observation findings**. The findings show that Ghana's 2016 elections were overall credible and peaceful, and that results declared at the constituency level by the Electoral Commission were generally accepted by political parties and their supporters. **Expected Result:** Improved governance. **The Scoop:** <https://www.newsghana.com.gh/codeo-releases-post-2016-election-review/>

EVENT CHECKLIST & BEST PRACTICES

- ✓ Copy your AOR/COR on all correspondences to the DOC team
- ✓ Inform us about all upcoming events **at least 3 weeks in advance**
- ✓ Send your press release for clearance **at least 4 days before the event**
- ✓ Perform a walk through of the event venue, 1-2 days before
- ✓ Ensure a photographer is present
- ✓ Bring copies of USAID-cleared press release
- ✓ Submit write-up for the Ghana Glance newsletter



Questions?

Email the DOCS:

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