

Sponsorship

A senior sponsor inspires, supports and provides visibility to a community. The sponsor understands how the work of your community contributes to UNICEF’s mission overall and (if applicable) to the specific work of the sector, function, or region that constitutes the primary membership and audience of the community. S/he mobilizes and secures human and financial resources for the community, aligns community goals to wider organizational objectives, and removes barriers or obstacles to participation, paving the way for success.

Maturity levels

Reactive	Emergent	Engaged	Activist
Executive level sponsorship of an online community is unlikely at this point, although it's highly likely that sponsorship of the topical area exists.	Potential sponsor(s) identified and informed about the work of the community and its early outcomes.	Sponsor has agreed to participate and has established goals for the community and his/her responsibilities and accountability.	Sponsor is actively engaged in content exchange and people-connecting in the community, recruiting new members, and measuring and monitoring the outputs and outcomes of the community.

Primary activities

- ✓ Cultivate relationships with senior managers or advisors and demonstrating potential value of the community and ongoing successes.
- ✓ Keep the sponsor informed and make it easy for the sponsor to participate in the community. As a community manager, you may draft messages for sponsors to post in the communities (for example, to solicit the views of members on key policy and programming decisions). This ensures a presence for the sponsor without “putting more work on their plate.” An effective sponsor will, in turn, provide guidance and feedback, adding a personal touch to ensure the authenticity of the message. Community managers may further provide the sponsor with a summary of the community’s responses to a discussion the sponsor has initiated. Once related decisions and actions have been taken by the sponsor and/or other senior officials in the organization, don’t forget to update the community on any impact their responses have had!