**Executive Sponsorship & Communication Plan**

**Description:**  
A comprehensive plan to secure, maintain, and leverage executive sponsorship from UN agency leadership and NGO directors to ensure sustained support and engagement.

**Contents:**

* Identification of key executive sponsors, their roles, and responsibilities in project advocacy and decision-making.
* Communication cadence including monthly executive briefings, quarterly progress reports, and ad hoc updates during critical project phases.
* Messaging guidelines that emphasize project benefits, risk management strategies, alignment with UN values, and contributions to the SDGs.
* Engagement strategies such as leadership workshops, executive roundtables, and joint steering committee sessions to foster collaboration and ownership.
* Crisis communication protocols for managing unexpected issues, delays, or stakeholder concerns effectively.
* Channels and mechanisms to receive and incorporate feedback from sponsors and other senior stakeholders.