

Urban Impact quarterly brief to donors and partners

The Donor Relations and Strategic Resource Partnerships coordinates production of the quarterly *Urban Impact* brief which goes out to over 14,000 partner including Member States and donors. The brief provides the latest information on organization developments, impact stories demonstrating the impact of UN-Habitat's urban programmes around the world, publications and other normative products, and financial updates. The newsletter goes out around December, March, June, September,

Standard operating procedure

1. To feature your content in Urban Impact – send an email to unhabitat-donorrelations@un.org.
2. Articles have a maximum of 200 words – provide links to the fuller article preferably on UN-Habitat public sites, youtube for videos, or partner sites, where applicable.
3. The articles may be recent and may cover the following
 - a) Governance issues – e.g. decisions of the Executive Board (Secretary to the Governing Bodies)
 - b) Organization developments – e.g. institutional reforms (Office of the Executive Director)
 - c) Normative programmes, - e.g. new findings (Global Solutions, External Relations, Strategy, Knowledge and Innovation - ERSKI)
 - d) New programmes – (Programme Review Committee)
 - e) Regional highlights – e.g. impact stories from programmes in countries (Regional Offices)
 - f) Partnerships – (Liaison Offices, Partnership and Local Governments Unit)
 - g) Advocacy – e.g. ongoing campaigns Advocacy and Communications and Media Unit
 - h) Publications and Events – (Communications and Media Section)
 - i) Financial updates – (Donor Relations and Strategic Resource Partnerships Unit)
4. Impact stories provided should be maximum 200 words and preferably include a quote from the beneficiary, images showing the beneficiaries and demonstrating the challenge or impact, and link to youtube videos, if possible
5. Impact stories provided must be posted on the website, images and links to the full story provided, similarly content on events, publications, should be posted on our public websites or partner sites, where applicable – and links provided
6. All content must be written in clear language that is not technical and understandable to target audiences.