



**USAID**  
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# USAID INDUSTRY LIAISON & WORK WITH USAID

## EXTERNAL COMMUNICATIONS AND ENGAGEMENT STRATEGY 2022

### OVERVIEW

USAID's Industry Liaison serves as a front door to organizations interested in doing business with the Agency. This includes prospective and current Agency partners. With more than 3,000 partners globally and thousands more interested in doing business with USAID, creating a comprehensive and inclusive communications and engagement strategy will help to support the Agency's Mission and create better partnerships for USAID.

The Industry Liaison utilizes a variety of platforms to connect and engage with partners, creating open doors to USAID. It starts with [WorkwithUSAID.org](https://www.workwithusaid.org), which is a free resource hub that provides the knowledge and networks for organizations to navigate how to partner with USAID. The [IndustryLiaison@usaid.gov](mailto:IndustryLiaison@usaid.gov) email address allows organizations to reach out directly to USAID. Connected to this email address is the [Industry Liaison Updates](#) email distribution list that is used to share important information via email. In addition, the team helps to manage the [NPI@usaid.gov](mailto:NPI@usaid.gov) email box and manages an email list that shares updates to prospective partners. Additionally, the team manages a Work with USAID [Twitter Account](#), [LinkedIn Group](#), and [YouTube Channel](#). These platforms allow the team to correspond directly with individuals and reach out to new networks.

The Industry Liaison team sits within USAID's Bureau for Management, Office of Acquisition and Assistance (M/OAA). The team engages within M/OAA to advance engagement priorities and initiatives including Washington Operations, Foreign Operations and Accountability, Compliance, Transparency and Systems Support. The team also collaborates with Bureaus, Offices, and Missions globally to help create pathways to partnership – this includes the Office of Small and



Disadvantaged Business Utilization (OSDBU), the New Partnerships Initiative (NPI) team, the Private Sector Engagement (PSE) team, and more.

## OBJECTIVES

The objectives of this strategy are broad, as the Industry Liaison team connects and engages with prospective partners, existing partners, and USAID staff. Our strategy is designed to drive the Agency's larger goal of expanding who it partners with and creating avenues for a diverse partner base. Our strategy will also support the new [WorkwithUSAID.org](https://www.workwithusaid.org) platform and its continued build out.

- To develop engaging events, content, and resources that help to lower barriers so that all qualified entities can more easily compete for USAID funding.
- To expand USAID's employees capacity to reach new and local partners through innovative and accessible communication tools and approaches.
- To ensure that existing Agency partners have information, tools, and resources needed to effectively manage and deliver development results.

## WORKWITHUSAID.ORG

Launched in November 2021, [WorkwithUSAID.org](https://www.workwithusaid.org) is a free resource hub that provides the knowledge and networks for organizations to navigate how to partner with USAID. The website is set up to support new partners, existing partners, and USAID staff around the world.

A key component of the website is a [Partner Directory](#), which allows organizations to create a profile and connect with others in the development community to more easily forge prime and/or sub-partnerships in acquisition and assistance. Organizations can take the [Pre-Engagement Assessment](#) to self-evaluate their readiness to compete for USAID funding. Other website features include a [library](#), [blog](#), and a chatbot that directs users to [FAQs](#) about partnering with USAID.

## PARTNER ENGAGEMENT ACTIVITIES

One of the most effective ways for the Industry Liaison team to achieve its objectives is setting up opportunities to connect with partners globally. The engagement activities outlined below are intended to serve as a continuous drumbeat of opportunities for USAID to communicate with its



partners as well as provide opportunities to serve as an open line of communication for partners to connect with USAID.

## **Business Forecast Engagement**

**Timeline:** Quarterly

The Agency will continue its quarterly best practice of soliciting partners' questions on [USAID's Business Forecast](#) and hosting a webinar to discuss major themes around the Forecast, as well as hear about current priorities from senior leaders across the Agency. The quarterly Forecast webinars help to level the playing field for new, small, and underutilized organizations by providing them opportunities to gain insight into upcoming Agency procurement opportunities. Following the current practice, the Agency will post answers to all of the Forecast questions along with a recording and transcript of the webinar on USAID's [Business Forecast page](#).

## **USAID Industry Liaison Webpage and Email Box**

**Timeline:** Ongoing

To serve as an entry point for organizations interested in working with USAID, we will continue to update the [Industry Liaison webpage](#) and monitor the Industry Liaison email box ([IndustryLiaison@usaid.gov](mailto:IndustryLiaison@usaid.gov)). The Industry Liaison offers an open door to partners who want to connect with the Agency, by responding to regular requests and inviting feedback from current and prospective partners.

## **Social Media Engagement**

**Timeline:** Ongoing

The [@WorkwithUSAID](#) Twitter account will continue to share updates, links to funding opportunities, and tips and resources on how to work with USAID. In 2020, the [Work with USAID LinkedIn Group](#) was launched. The purpose of this group is to connect organizations with information and resources on how to partner with the Agency, as well as with each other. Additionally, the Industry Liaison, in collaboration with the Partnerships Incubator, maintains the [Work with USAID YouTube Channel](#). The YouTube Channel features videos on how to work with USAID, including locating funding opportunities, effectively responding to solicitations, preparing budgets for awards, and more. Finally, to support partner engagement, the USAID's main social media accounts will promote and amplify resources for working with the Agency to expand reach to larger audiences.



## **Partner Association Engagements**

**Timeline:** Biannual

The Agency has developed strong relationships with the associations that represent many of USAID's partners. The partner associations are an important relationship for USAID and provide opportunities to engage with large groups of partners at the same time. USAID will continue its practice of meeting with partner associations on a bi-annual basis.

## **Work with USAID Webinars**

**Timeline:** Bi-monthly

To reach a wider audience outside of Washington, DC, and to provide opportunities for new and existing partners to engage on a wide range of topics, the Agency began hosting partner webinars in 2020. USAID will continue to host webinars for current and prospective partners to provide interested organizations with the opportunity to engage with Agency staff and ask questions live.

## **One-On-One Partner Consultations**

**Timeline:** Ongoing

Meeting one on one with prospective partners is a key part of the Industry Liaisons efforts to help identify capable organizations to partner with USAID. These short thirty-minute conversations are an opportunity to have an initial conversation with partners and to learn more about how their work might connect to the Agency.

## **Reverse Industry Days**

**Timeline:** Biannual

The Industry Liaison team will host "Reverse Industry Days" for USAID staff. These events will be larger and micro-learning sessions that provide the Acquisition and Assistance (A&A) workforce, including Contract Officer Representatives (CORs), with insight into implementing partner business practices and approaches. Our industry implementing partners will present information to a USAID audience, primarily members of the Acquisition community, so USAID's A&A staff can learn more about how implementing partner programs help companies serve the government more effectively.

## **Virtual Partners' Day Event (NEW ACTIVITY FOR 2022)**

**Timeline:** Launch Spring 2022

M/OAA will plan to host a Virtual Partners' Day Event in 2022. We understand that providing the opportunity for partners to hear from USAID senior leaders about Agency priorities, as well as



network with one another, is invaluable. The success of USAID's programs depends on continued open communication with the partner community.

### **Work with USAID Photo Contest (NEW ACTIVITY FOR 2022)**

**Timeline: Launch Spring 2022**

USAID is committed to advancing diversity, equity, and inclusion across the Agency's work, including our partnerships. Therefore, we will be hosting an annual Work with USAID Photo Contest. We will be looking for photographs that visually showcase partners' work. Photos of an organization's personnel at work and activities taking place will be desired, particularly where USAID and/or host-country participants are also shown. However, there are many ways that a photograph can depict development partnership and we will encourage a range of submissions. Development organizations will not need to be a current or former recipient of a USAID award to participate.

### **Work with USAID WhatsApp Groups (NEW ACTIVITY FOR 2022)**

**Timeline: Launch Spring 2022**

The well-known mobile messaging application, WhatsApp, is free for users to download and used across 180 countries. The team has identified this mobile app as a key communication tool for reaching host country citizens, especially in more rural areas. As such, we will create groups for current and prospective partners in our new Work with USAID WhatsApp account. The groups will be used to share messages about how to work with the Agency via one-way communication. Content will include links to pre-recorded online training tools, informational videos, and podcasts (with the goal to create and share some content in local languages).

### **Annual New & Current Partner Survey (NEW ACTIVITY FOR 2022)**

**Timeline: Launch Spring 2022**

The Industry Liaison team will create an annual Partner Survey that helps to collect input and feedback on how the Agency is doing toward achieving Agency goals as well as other Administration priorities.



## **Twitter Spaces Events (NEW ACTIVITY FOR 2022)**

**Timeline:** Quarterly

Audio-based social media platforms have recently become popular ways to connect, share ideas, and hear from experts - especially during this time where organizations are not hosting in-person events or conferences. Twitter Space is a new feature on Twitter that would allow us to host live audio events that anyone can join in as a listener. The Industry Liaison team will organize events using this feature to discuss topics like the New Partnerships Initiative, How to Work with USAID, and [WorkwithUSAID.org](https://www.workwithusaid.org).

## **Worldwide A&A Virtual Workshop (NEW ACTIVITY FOR 2022)**

**Timeline:** Spring/Summer 2022

Gathering our A&A workforce on a regular basis helps to connect them to our leaders, priorities, and one another. With the launch of the refresh of the A&A Strategy in early 2022, it will be important to gather the A&A workforce. The M/OAA Communications team will work closely with the Strategy and Professional Development and Training Division to host a virtual workshop for the entire A&A Workforce. The workshop will also include a “Partners Day” event where partners will engage with the A&A workforce.

## **CONTENT & STORYTELLING**

To help tell the story of partnership, as well as pathways to partnership, we will utilize creative content and storytelling. These methods help to simplify the barriers to working with USAID and communicate in simplistic terms the ways for new organizations to get involved.

## **Progress Report on USAID Acquisition and Assistance**

**Timeline:** Annual

M/OAA will continue to produce its annual fiscal year end progress report, highlighting how the Agency’s acquisition and assistance dollars have been obligated. In addition, the report will highlight reform efforts and updates on major A&A trends at USAID.

## **#WorkWithUSAID Content**

**Timeline:** January 2022

M/OAA will create a series of digital content with tips and resources on how to work with USAID. This content will be accessible for all Agency social media handles and will include infographics as



well as information on where to find funding opportunities, events, and relevant training. The purpose of creating this content is to help reach the Agency's digital audiences with tools to navigate potential partnership pathways. Within the series, M/OAA will continue its weekly #TermTuesday and #TipTuesday digital content with a focus to explain the terms organizations need to know, as well as other useful tips about partnering with USAID. This content will be posted on the [@WorkwithUSAID](https://twitter.com/WorkwithUSAID) twitter handle and will be shared with other Agency social media platforms to further amplify.

### **Work with USAID Video Clips**

**Timeline: Ongoing**

To help explain partnership opportunities with USAID, the Agency will create a series of short informational videos. These videos will include content that can be shared across digital platforms, including the Agency's website, social media handles, and YouTube channel.

### **Meet Your Acquisition and Assistance (A&A) Team (NEW ACTIVITY FOR 2022)**

**Timeline: Starting January 2022**

As a part of the Acquisition and Assistance (A&A) Strategy, the Management Bureau Office of Acquisition and Assistance (M/OAA) is focused on strengthening, elevating, and connecting our workforce. To promote the great efforts and accomplishments of our staff, we will incorporate a new section into our weekly internal newsletter to highlight team members who embody the mission of the Agency.

### **How to Work with USAID Podcasts (NEW ACTIVITY FOR 2022)**

**Launch Spring 2022**

Podcasts are a popular way to receive and digest information. The team will plan to repurpose the How to Work with USAID training module materials into audio recordings to be distributed via WhatsApp and existing social media platforms. Additionally, audio recordings will be shared with local radio stations in host country nations to amplify airtime and reach local audiences. A longer term goal is to record podcasts in host country languages for dissemination.



## Partnership Postcards (NEW ACTIVITY FOR 2022)

Launch Spring 2022

Digital “Partnership Postcards” will be created to highlight short first-person stories from individual partners about working with USAID. These “postcards” will be utilized for social media accounts and newsletters.

## Host a Foreign Service National (FSN) Fellow (NEW ACTIVITY FOR 2022)

Timeline: Starting November 2021

As the Agency is looking to engage more with local partners, the team will host a number of local colleagues to help translate content and develop innovative approaches for engaging with local partners. Lessons learned from local staff will be carried over to future iterations of host country engagement with partners.

## CONNECT WITH USAID

Visit [WorkwithUSAID.org](https://www.workwithusaid.org)

Email [IndustryLiaison@usaid.gov](mailto:IndustryLiaison@usaid.gov)

On Social Media @ [LinkedIn](#), [Twitter](#), [YouTube](#)

