



# USAID INDUSTRY LIAISON & WORK WITH USAID

## EXTERNAL COMMUNICATIONS AND ENGAGEMENT STRATEGY 2023

### 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 3,700 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, opening doors to USAID. It starts with [WorkwithUSAID.org](https://www.workwithusaid.org), 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 enables 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. Additionally, the team manages a Work with USAID [Twitter account](#), [LinkedIn group](#), [Facebook page](#), and [YouTube channel](#). These platforms enable 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 create an open door for organizations wanting to partner with USAID.

Through our outreach and engagement activities, we aim:

- 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 employees' capacity to reach new and local partners through innovative and accessible communication tools and approaches; and
- To ensure that existing Agency partners have information, tools, and resources needed to effectively manage and deliver development results.
- To increase accessibility and transparency around USAID funding opportunities.

## WORKWITHUSAID.ORG

Launched in November 2021, [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 designed to support new partners, existing partners, and USAID staff around the world.

[WorkwithUSAID.org](#) has a number of important features for current and prospective partners to utilize. For new and prospective partners, there is a [“Start Here” checklist](#), which offers step-by-step guidance to organizations on how to partner with USAID. The checklist is downloadable and currently offered in English, Arabic, Burmese, French, Portuguese, Spanish, Swahili, Ukrainian, and Vietnamese. A [Partner Directory](#) enables organizations to create a profile to highlight their work, network with other organizations, and seek out potential sub-partnership opportunities. New and prospective partners can take a [Pre-Engagement Assessment](#) to self-evaluate their organizational capacity and readiness to compete for USAID funding. A [Resource Library](#) of curated tools enables organizations to better understand U.S. Government and USAID partnership requirements at their own pace. Partners can visit the [News & Insights Blog](#) to learn more about successful partnership pathways, tips on how to work with the Agency, and updates on



upcoming funding opportunities. The platform also features an [Events calendar](#), informing organizations of partner-relevant USAID and international development events. A [Sub-Opportunities](#) portal was launched to host subcontract and subaward opportunities being offered by USAID's current prime implementing partners. This portal will raise the visibility of prime partner subaward and subcontract opportunities, allowing them to access a wider pool of qualified potential partners. For potential subs, the page will provide visibility into more ways to get more involved. Finally, there is a robust [Frequently Asked Questions \(FAQ\) section](#) of the most commonly asked questions from organizations interested in working with the Agency. The team is working on a number of new features to be released on the website this year.

## **PARTNER ENGAGEMENT ACTIVITIES**

In addition to the wealth of resources on the [WorkwithUSAID.org](#) website, the Industry Liaison team offers a variety of opportunities for potential and existing partners to engage and receive information through regular, diverse engagement activities. The activities outlined below are intended to allow USAID frequent opportunities to listen to partners around the world as well as to openly communicate to help them establish a relationship 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. USAID answers, on average, more than 2,000 questions every quarter. The Agency posts answers to all of the Forecast questions along with a recording and transcript of the webinar on USAID's [Business Forecast page](#) after each webinar.

### **Congressional Engagement Series**

**Timeline: Spring 2023**

The Industry Liaison Team would like to host a Congressional Engagement Series to engage directly with key stakeholders on the Hill to better explain how USAID does business through its acquisition and assistance processes. The series will feature a variety of topics to help build a foundation of knowledge around USAID's A&A function, including the newly launched A&A



Strategy; the A&A workforce; lowering barriers to entry and supporting localization; impact of government-wide systems on USAID; and advancing diversity, equity, inclusion, and accessibility (DEIA) in USAID's partnerships, including working with U.S. small businesses.

### **One-on-One Partner Consultations**

**Timeline:** Ongoing

Meeting one on one with prospective partners is a key part of the Industry Liaison's efforts to help identify capable organizations to partner with USAID. These short, 30-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's broader objectives.

### **Partner Association Engagements**

**Timeline:** Biannual

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

### **Partner Experience Survey**

**Timeline:** Annual

The Industry Liaison team will continue releasing an annual partner experience survey that helps to collect input and feedback on how USAID is doing toward achieving Agency goals as well as other Administration priorities. This survey is an important tool for USAID to use to listen to its current and potential partners about how it can continue to simplify its partnership process.

### **Partner Matchmaking**

**Timeline:** Ongoing

In 2022, the team piloted a Partner Matchmaking session by inviting prime partners to meet with prospective local partners identified through the [WorkwithUSAID.org](https://www.workwithusaid.org) Partner Directory. The event was intended to implement the Agency's Localization Agenda and bring more new and local partners into the USAID partner ecosystem. The team will host another matchmaking session in 2023, as well as work with Missions to host region and country-specific events.



## Reverse Industry Days

**Timeline:** Quarterly

The Industry Liaison team will host Reverse Industry Days for USAID staff. These events include both larger and micro-learning sessions that provide the Acquisition and Assistance (A&A) workforce, including Contracting Officer's 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.

## Social Media Engagement

**Timeline:** Ongoing

**Twitter:** The [@WorkwithUSAID](#) Twitter account will continue to share updates, links to funding opportunities, and tips, host events, and resources on how to work with USAID.

**LinkedIn:** The [Work with USAID LinkedIn Group](#) allows the Agency to connect with individuals on a daily basis with information and resources on how to partner with the Agency, as well as with each other. Included in the LinkedIn group are daily funding opportunities posts.

**Facebook:** The [Work with USAID Facebook page](#) is utilized similarly to the Twitter and LinkedIn accounts with posts on different resources and funding opportunities.

**YouTube:** The Industry Liaison maintains the [Work with USAID YouTube channel](#), which features videos on how to work with USAID, including locating funding opportunities, effectively responding to solicitations, preparing budgets for awards, and more.

**USAID Flagship Social Media Accounts:** Finally, to support partner engagement and expand our engagement, USAID's main social media accounts will continue to promote and amplify resources for working with the Agency to expand reach to larger audiences.

## USAID Industry Liaison Email Box

**Timeline:** Ongoing



To serve as an entry point for organizations interested in working with USAID, we will continue to actively 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.

### **Virtual Partners' Day Event**

**Timeline: Summer 2023**

M/OAA will plan to host a Virtual Partners' Day Event in 2023. 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.

### **WorkwithUSAID.org Events Page**

**Timeline: Ongoing**

The [Events Page](#) features upcoming events hosted by USAID and other entities in the development community that are of interest to current and potential Agency partners. The team will continue to populate this page with virtual and in-person opportunities, in Washington and overseas. Attendees can grow their network and build capacity by tuning in.

### **WorkwithUSAID Experience Survey**

**Timeline: Late Spring 2023**

The purpose of the WorkwithUSAID Experience Survey is to hear directly from the users of the platform about things that are working and things that need to be improved. It is important to the Agency that the site continues to develop to better serve the partner community, and hearing user feedback is the best way to make sure we are headed in the right direction.

### **Work with USAID Photo Contest**

**Timeline: April 2023**

USAID is committed to advancing diversity, equity, inclusion, and accessibility across the Agency's work, including our partnerships. Therefore, we will host 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 partnerships, so we will encourage a range of submissions. Development organizations will not need to be current or former recipients of a USAID award to participate.

### **Work with USAID Webinars**

**Timeline: Bi-monthly**

To reach a wider audience outside of Washington, D.C., 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.

## **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 clearly the ways for new organizations to get involved.

### **Content: #WorkWithUSAID**

**Timeline: Ongoing**

M/OAA will create a series of digital content with tips and resources on how to work with USAID. This content will be accessible to all Agency social media handles and will include infographics as well as information on where to find funding opportunities, events, and relevant training. This content is created 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.

### **Coordinating Content with Foreign Service Nationals (FSNs)**

**Timeline: Ongoing**

As the Agency is looking to engage more with local partners, the team will work with a number of local colleagues to help translate content and develop innovative approaches for engaging with local



partners. FSNs will also be invited to speak at partner events for local audiences. Lessons learned from local staff will be carried over to future iterations of host-country engagement with partners.

## **How to Work with USAID Podcasts**

**Launch Spring 2023**

Podcasts are a popular way to receive and digest information. The team will repurpose Twitter Spaces audio, as well as How to Work with USAID training module materials, into audio recordings to be distributed via existing social media platforms.

## **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 A&A dollars have been obligated. In addition, the report will highlight reform efforts and updates on major A&A trends at USAID.

## **Translation of Resources of WorkwithUSAID.org**

**Timeline: Ongoing**

The [“Start Here” Checklist](#) on WorkwithUSAID.org has already been translated into eight languages, including: Arabic, Burmese, (English), French, Portuguese, Spanish, Ukrainian, and Vietnamese. The team is currently working to translate additional key documents and resources on WorkwithUSAID.org into Spanish, French, and Arabic. The ultimate goal is to have the entire website translated into these three languages.

## **WorkwithUSAID Monthly newsletter**

**Timeline: Monthly**

A monthly Work with USAID newsletter is distributed to the Industry Liaison email listserv, which currently has almost 90,000 subscribers. This communication product includes key updates from the WorkwithUSAID.org website as well as the Office of Acquisition and Assistance. Each newsletter also highlights the latest blogs from WorkwithUSAID.org as well as upcoming events and resources for entities interested in navigating the partnership process.

## **WorkwithUSAID.org News and Insight Blog**

**Timeline: Ongoing**





The WorkwithUSAID.org [News and Insights Blog](#) highlights tips from USAID experts and inspiration from USAID partners and projects on how to partner with the Agency. Staff will continue to update this on a weekly basis with information relevant to all partners—whether current or prospective.

## **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.

## **CONNECT WITH USAID**

Visit [WorkwithUSAID.org](http://WorkwithUSAID.org)

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

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

