



CLINTON GLOBAL INITIATIVE

COMMITMENT TO ACTION GUIDE

"The Clinton Global Initiative has always been about what we can do, not what we can't do. And by bringing diverse partners together to take action and achieve real results, we can create a culture of possibility in a world hungry for hope."

— PRESIDENT BILL CLINTON

What is a Commitment to Action?

A Clinton Global Initiative (CGI) Commitment to Action is a project — developed and executed by CGI partners — that addresses a longstanding barrier or issue around the globe, including those exposed and exacerbated by the COVID-19 pandemic. A commitment is a detailed project plan that includes clear and measurable objectives, a timeline and budget, and outlines the key steps required to achieve success. The commitment-making process provides a platform for cross-sectoral partners to combine efforts to leverage new resources and expand their impact. Commitments can be small or large, financial or non-monetary in nature, and philanthropic or core business-related.

What defines a Commitment to Action?

CGI has identified five criteria for Commitments to Action that, in combination, encourage projects to maximize social impact. In order to successfully launch, a commitment must be:

- **New:** A CGI commitment must be a new project that addresses a key challenge related to climate resilience, healthy equity, and/or inclusive economic recovery and growth. While ongoing work is not eligible, an expansion of a successful program with key new elements does qualify as a valid Commitment to Action. A commitment can also be planned work if it has not yet been publicly announced.
- **Specific:** A CGI commitment must outline a specific approach to a problem, have clear and feasible objectives to be accomplished within a defined period of time, and articulate the desired outcome of the effort.
- **Measurable:** A CGI commitment must have specific quantitative goals that can be monitored by the commitment-maker to evaluate progress over time. Commitment-makers will be encouraged to identify their own metrics to define success.
- **Viable:** A CGI commitment must present a plan to secure sufficient monetary and/or non-monetary resources to carry out the core function of the project over its full duration. CGI commitments should be projects that have secured at least 30% funding (see more information on funding in the Frequently Asked Questions section below).
- **Accountable:** A CGI commitment must track quantitative and qualitative progress and must submit progress reports to CGI annually upon request.

Why make or partner on a Commitment to Action?

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CGI provides the following to those who make Commitments to Action:



Support

CGI supports the development of quality commitments by helping to identify partners and resources to address gaps in the project concept, providing feedback and guidance, and helping overcome barriers during project implementation.



Connections

CGI has a robust network across sectors and geographies. CGI works with commitment-makers to identify potential partners that are strategically aligned to the project's objectives and can join to support as a partner on the commitment.



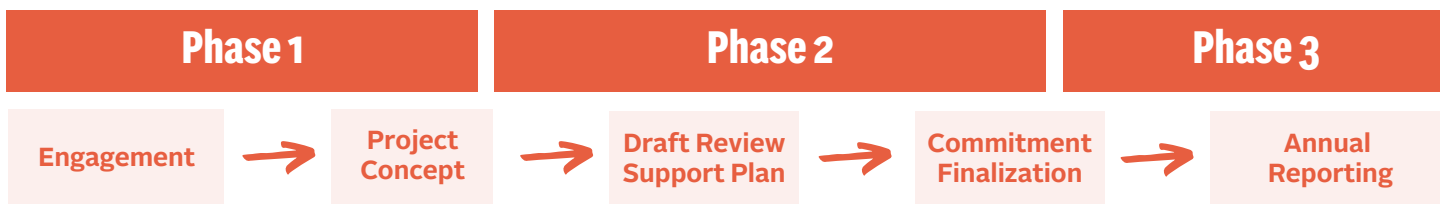
Visibility

CGI offers a range of opportunities to showcase and amplify the work of commitment-makers and communicate results (e.g., social media, press releases, convenings, events with partners, etc.).



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What is the Commitment to Action development process?



Engage with CGI:

Organizations and individuals interested in making a Commitment to Action should engage with CGI by:

- Participating in CGI-hosted conversations around specific topic areas; and
- Connecting directly with CGI staff to explore your idea(s).

Project Concept:

Organizations and individuals form a project idea that addresses a significant challenge in climate resilience, health equity, and/or inclusive economic recovery and growth. During this step, the commitment-maker will meet with CGI staff to:

- Discuss the project idea and offer suggestions to refine, structure, and enhance it; and
- Brainstorm partnership opportunities (if partners are needed), including identifying potential partners within CGI's network and beyond.

Commitment to Action Draft Review & Support Plan:

Once organizations and individuals discuss a project concept, CGI will invite commitment-maker(s) to submit a draft of the Commitment to Action Form and work with CGI staff to:

1. Agree on the key objectives, the implementation strategy, timeline and budget, partners involved, and a support plan. CGI staff will provide tracked revisions, and typically discuss feedback with commitment-makers through email, phone calls or virtual video conferencing
 - This is an iterative process, and it may take three to four drafts before the commitment can be finalized and approved by CGI
2. Refine messaging, clarify metrics and approaches for completion
3. Discuss needs and develop a support plan which could include roundtables, partner introductions, featuring on social media or convenings, etc. A support plan will be decided in agreement with the commitment-maker(s), but also in consideration with CGI's ability and capacity to support it
4. Discuss commitment featuring opportunities and plans. Commitments should not be publicly announced until they are announced through a CGI official channel such as:
 - Announcements at a CGI virtual or in-person meeting
 - Roundtables to bring together potential interested partners on a project or topic
 - Clinton Foundation online platforms and social media
 - Media pitching or placement
 - Workshopping at CGI meetings



SECRETARY HILLARY CLINTON VISITS A MATERNAL COMMUNITY CENTER COMMITTED TO PROVIDING FREE SERVICES TO PREGNANT WOMEN AND NEW MOTHERS IN SAN JUAN, PUERTO RICO.

Commitment Finalization:

After revisions are incorporated, CGI staff will finalize the commitment through an approval process to ensure that all commitment requirements are met. Once approved, the commitment will be finalized and shared with the commitment-maker and then be posted on the CGI website, used for social media, and any press releases.

Annual Reporting:

CGI solicits annual progress updates from commitment-makers for the duration of the Commitment to Action. Commitments that do not report on their status may be deemed unresponsive and ineligible for featuring opportunities.



CHELSEAS CLINTON AT A CLINTON FOUNDATION DAY OF ACTION IN BOSTON, MASSACHUSETTS.



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Frequently Asked Questions

What is the role of CGI in developing and executing Commitments to Action?

CGI does not directly fund, manage, or implement Commitments to Action. CGI provides a platform and community for cultivating Commitments to Action. CGI staff support commitment-makers throughout the commitment development process by identifying potential partners and resources, advising on gaps and opportunities in the project concept, providing feedback and guidance, and bringing visibility to the project. Once the Commitment to Action is underway, CGI works with commitment-makers to obtain annual progress reports.

Does the expansion of an existing program qualify as a Commitment to Action?

While ongoing work is not eligible, an expansion of a successful program with key new elements does qualify as a new Commitment to Action. New elements can include a new geographic focus, a new population to serve, a new model, and/or a new partner to increase impact.

If my project idea is formed outside of the CGI platform, can it still be developed into a Commitment to Action?

Yes, we encourage project ideas developed outside of our platform to be brought to CGI for additional support and advancement. However, CGI does require that the project has not been announced publicly prior to finalizing it as a Commitment to Action.

Is it necessary to engage partners to develop a Commitment to Action?

No, CGI does not require commitment-makers to carry out their project in partnership with other organizations. However, CGI does encourage partnerships as it has been found that commitments with partnerships have a higher success in reaching their goals.

Does my project need to be fully funded to be submitted as a Commitment to Action?

While secured funding is not a strict requirement, CGI has found that commitments with at least 30% of funding secured by the Commitment Finalization stage are more likely to be carried out successfully. In order to reach the 30% threshold, commitment-makers and their partners can capture in-kind contributions (e.g., time, capacity, space, resources, etc.) in their secured funding.

Will my project receive funding if submitted as a Commitment to Action?

While CGI may provide opportunities to connect with potential funders, CGI cannot guarantee secured funding on behalf of the submitted Commitment to Action.



PRESIDENT BILL CLINTON AND SECRETARY HILLARY CLINTON VISIT THE COSECHOS TIERRA VIVA FARM WITH WORLD CENTRAL KITCHEN FOUNDER JOSÉ ANDRÉS IN SAN JUAN, PUERTO RICO.

CONTACT US

If you are ready to make a Commitment to Action or would like more information on making a commitment, please contact us at cgi@clintonfoundation.org, or reach out to your CGI point of contact.



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