United Nations Children’s Fund
Executive Board
First regular session 2011
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Item 8 of the provisional agenda*

Private Fundraising: 2011 workplan and proposed budget

Corrigendum

Paragraph 22 (h), should be replaced by:

(h) Communication for fundraising, advocacy and brand positioning in relation to the private sector is critical for achieving the results set out in the PFP Strategic Plan. The focus will be to develop strategic guidance for external communication and brand positioning by National Committees, in close coordination with the Division of Communication, and, following development of the UNICEF Corporate Communications and Public Advocacy Strategy, to provide leadership, practical support and guidance to National Committees on the development and management of brand equity. It will also respond to the communication needs of National Committees in emergencies and seek to improve internal communication in all areas related to private-income generation.

* E/ICEF/2011/1.