

Why work with Community-based Champions?

- Community-based champions act as **trusted links between humanitarian organizations and communities**. They live within the communities you assist and can **help make programmes more effective** by e.g. [training their communities on financial literacy](#), how to use [digital devices and accounts](#), supporting those who may require additional support (e.g. the elderly, [persons with disabilities](#) etc) and help solve technical problems more quickly.
- They are allies in **raising issues** and **help connect people to [feedback and complaints mechanisms](#)**.
- It is best practice, to have **at least 50% Female Champions in any project**. **Female champions** are especially important in programmes that [prioritize women](#) as principal assistance recipients to **ensure they can confidently access and use the assistance through the payment modality and to address their specific needs**. E.g. women often feel more comfortable interacting with other women. Read this [report by CGAP](#) for more insights!



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With what can Community-based Champions support their communities?

Provide training & support:

- Conduct training sessions on [financial literacy](#) and relevant payment modalities (e.g. [mobile money](#) and mobile phone use). Provide support to those needing extra help – including disadvantaged/marginalized community members.
- Provide champions with [Training-of-Trainers](#) and adequate [resources](#) (e.g. print-outs, brochures, mp4-audio devices and/or speakers, phones)

Act as source of information:

- Share important information from humanitarian partners, such as update on timing/delays, challenges and [inform people about their rights](#).
- Provide [referrals](#) to humanitarian partner helpdesks and hotlines as well as technical partners.

Work collaboratively & help address issues:

- Work closely with community leaders/internal governance structures, NGOs/humanitarian partners.
- Report problems** such as non-receipt of assistance or delays and **escalate issues and concerns** to humanitarian partners (e.g. cases of [abuse of power by financial service providers](#), fraud, [GBV/cases of violence](#), child protection issues, etc.)

Community support:

- Serve as the **first line of assistance** for technical issues (e.g. attempt basic troubleshooting; escalate unresolved issues to relevant hotlines or agents).

Tips to identify candidates for Community-based Champions:

- ✓ **Enjoys teaching and helping others**
- ✓ Community-based Champions should be **project participants** themselves
- ✓ Basic education: **Able to read and write**; min. primary school education
- ✓ Good character: **Verified by the community as trustworthy** and of good moral standing. They also need to agree to follow a **Code of Conduct**
- ✓ **No known conflicts** (e.g., disputes, debts, or substance abuse issues).
- ✓ Language skills: The champion needs to **speak people's native language** – if you work different language groups, ensure some Champions cover these
- ✓ Technical knowledge: **Advanced digital literacy** (i.e. understanding of mobile phone use, e-wallets etc)
- ✓ Availability: Should ideally **not be engaged in other committees** or roles to allow equal opportunities. **Be available** for their own training and a specific time/duration.
- ✓ **At least 50% of selected champions should be women.**

NOTE: Champions should be selected by the community themselves. *Tip: Check in regularly with community members about their engagement with and perception of champions.*

REMEMBER: Be respectful of people's time. Be clear about the time investment to become a Community-based Champion and where possible, **incentivize and/or remunerate people for their work**.

If you can't pay them, consider providing them with **in-kind incentives**, such as mobile phones and credit so they can effectively provide trainings and collaborate with stakeholders.