Date:

To: **GBVF Maturity 30-Day Challenge Team members**

From: Initiating Leader (Mentor)

Cc: Nomki, Alrien, Nadim.

**Re: GBVF Maturity 30-Day Orientation Challenge**

Dear \_\_\_\_\_\_\_

**Dear….**

My colleagues and I on the leadership team are embarking on a game-changing effort in our organisation, and we’d like you to play a critical role in it.

As you know, we have asked all staff to complete an anonymous survey about behaviours, practices, and policies related to gender-based violence in our organisation. The results of the survey suggest that we are doing well. But when it comes to this issue, “well” is nowhere near good enough! We are committed to making our organisation a model for best behaviours, practices, and policies on GBV.

To translate this commitment into action, we decided to organise 30-Day Challenges aimed at significantly improving our performance on GBV-related issues, one behaviour, one practice, and one policy at a time. We will start by focusing on \_\_\_\_\_\_. But this is just the start. Once we demonstrate that we can move the needle on this issue in 30 days, we will go after other behaviours, practices, and policies where we are falling short of the ideal that we are aiming for.

So, where do you fit into this picture?

We will follow a well-proven process for organising these 30-Day Challenges designed to inspire intense teamwork, rapid innovation, and disciplined implementation. We are asking you to join the pioneering GBVF 30-Day Challenge Team in our organisation.

The 30-Day Challenge Team members are listed in the Annex. The Team will set its own 30–Day goal, develop its work plan, and manage itself during the 30 days of implementation. This will pave the way for other GBVF 30-Day Challenge teams.

To support you on this exciting journey, we have asked \_\_\_\_\_ to be a Team Coach. They will be going through a training program specifically designed so she (or he) can guide you through the various steps of your 30-Day Challenge. She (or he) will reach out to schedule a Team Lift-off Workshop, most likely the week of \_\_\_\_. During this Workshop, you and your teammates will lock into your 30-day goal, develop a 30-day plan, and decide how you will work with each and with your Coach during the 30 days.

I will join you at the start and end of the Workshop to answer your questions and to review your goal and plan.

Please keep an eye out for a “World of Impact” email welcoming you on this journey. You should receive this in the next day or two. It will provide more details and resources about GBVF and about the 30-Day Challenge process.

Thank you in advance for stepping into this critical role. I look forward to working with you and your colleagues in the coming weeks and months.

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30-Day Challenge Mentor