

OUTREACH TO TARGETED POLITICAL ORGANIZATION(S)

Political organizations that could be targeted for this program include civil society organizations, political parties and various government entities such as electoral management and elected bodies, including councils, legislatures and parliaments. This outreach letter provides exemplary language that could work for any of the aforementioned political organizations.

Dear _____:

[IMPLEMENTING ORGANIZATION] is implementing a new program to engage male political leaders as transformative agents of change for gender equality. **We are writing to invite male leaders from [TARGETED POLITICAL ORGANIZATION] to participate in this initiative, which aims to build on efforts from previous democracy and governance programming geared towards assisting political organizations to be democratic and inclusive.** Cognizant of your busy schedule, we would be most appreciative if you could designate [10-20] male political party leaders as participants in the program detailed below.

The full and equitable participation of women in public life is essential to building and sustaining strong, vibrant democracies. Women's ability to participate equally in politics as activists, voters, members of civil society, party members or leaders, government officials and elected leaders results in tangible gains for democracy. When women participate, political parties are more responsive to citizens' needs, there is increased cooperation across party and ethnic lines, and more sustainable peace. Women's participation in politics helps advance gender equality and affects both the range of policy issues considered and the types of solutions proposed. There is strong evidence that as more women are elected to office there is a corollary increase in policy making that emphasizes quality of life and reflects the priorities of families, women, and ethnic and racial minorities.

To date, many of the programs to increase women's political participation have focused directly on women. The goal of this program is to change the gender norms that are held by political leaders and underpin political institutions. The final desired result is a shift in the organizational structures, policies and actions of institutions such as political parties, civil society organizations, government ministries and elected bodies like local councils and parliaments.

We would like to invite [10-20] members of your top male leadership to take part in this initiative, which is designed to mobilize leadership and encourage attendees to take action to achieve gender equality from the top down. Over the course of a five or six month period, we would like to invite these leaders to engage in a program which will include (1) initial workshop activities led by us and local gender equality trainers; (2) a series of virtual or in-person check in meetings over the four month period after the first workshop that will cover commitments made; and (3) a second set of workshop activities led by us and local gender equality trainers.

We sincerely hope that your organization will be part of what will certainly be a substantive and informative initiative, and that will allow your organization's leadership to gain a deeper understanding of men's potential as transformative agents for gender equality. Please be advised that all information shared throughout this process will remain confidential. Should you require additional information, please do not hesitate to contact us.

Respectfully yours,