



## Frequently asked questions

### Background and context

---

#### **Why does *Girls Not Brides* need a new strategy?**

The current [Girls Not Brides strategy for 2014-2016](#), which was developed with member input, will expire at the end of this year, so it is time to develop a new strategy to guide the Partnership. If we are to succeed in ending child marriage by 2030, it is crucial that we coordinate and collaborate for maximum impact.

*Girls Not Brides* was created to help bring an end to child marriage and enabling girls to fulfil their potential. We share the conviction that every girl has the right to lead the life that she chooses and that, by ending child marriage, we can achieve a safer, healthier and more prosperous future for all.

The overall [mission](#) of the global civil society Partnership, as agreed upon by the members in 2011, is to:

- Raise awareness of the harmful impact of child marriage by encouraging open, inclusive and informed discussion at the community, local, national and international level;
- Facilitate learning and coordination between organisations working to end child marriage; and
- Mobilise all necessary policy, financial and other support to end child marriage.

These broad aims provide all *Girls Not Brides* members – whether acting individually or as groups – with a sense of how their work fits into the overall movement. However, the value of a strategy is that it helps us guide the work that the Partnership undertakes by articulating the specific objectives and results we aim to achieve within a specific timeframe.

#### **Why should *Girls Not Brides* members take part in the strategy development process?**

The members of *Girls Not Brides* form the lifeblood of the Partnership. Members range from small grassroots groups working at the community level to large international NGOs. They approach the issue from a range of perspectives, including human rights, health, education and child protection. Many members work tirelessly in their communities to bring an end to child marriage, sometimes at great personal risk.

*Girls Not Brides* members are central to the success of the Partnership: without clear, structured and inclusive engagement of members, with their expertise and knowledge of local contexts in which child marriage occurs, the new strategy will not be able to deliver the wide-ranging impact we need to see.

We hope that all members will be able to contribute their views through at least one of the strategy consultation channels. We will also consult with other key stakeholders and thought-leaders, including youth advocates, government representatives, funders, researchers, and other partners.

### **Who is the *Girls Not Brides* strategy 2017-2020 for?**

All members, National Partnerships, working groups and other structures of *Girls Not Brides* will have a role to play in achieving the objectives of the new strategy. The Partnership cannot be successful without the efforts of its members and the strategy itself will provide a useful framework to help members and other stakeholders structure their work in a way that will deliver maximum impact at multiple levels.

### **Will all *Girls Not Brides* members have to implement the strategy? What if we don't agree with parts of it?**

We encourage individual organisations to reflect on the specific pieces of the new strategy that they are best placed to address. We recognise that the local reaction to the increased global attention on child marriage can vary in different regions and countries: for example, a global movement brings legitimacy to a hitherto ignored problem in some areas, while it may prove unhelpful in others. The specific local contexts will therefore inform how individual members take on different aspects of this strategy and interact with the rest of the Partnership.

### **What is the difference between the *Girls Not Brides* strategy 2017-2020 and the Theory of Change?**

The *Girls Not Brides* '[Theory of Change on Child Marriage](#)' is an articulation of the range of approaches needed to address child marriage and how they intersect. Informed by the insight and experience of *Girls Not Brides* members and other experts on child marriage, it outlines all that is necessary to achieve our ultimate vision: a world without child marriage where girls and women enjoy equal status with boys and men and are able to achieve their full potential in all aspects of their lives.

Individual *Girls Not Brides* member organisations and other stakeholders working to end child marriage will be able to recognise how their work fits within the Theory of Change - which depends on the local context, the mission of the organisation and its competencies.

The *Girls Not Brides* strategy 2017-2020 will articulate how the Partnership will work to end child marriage within this timeframe, which in itself will fit within the broader Theory of Change.

### **What time period will the new *Girls Not Brides* strategy cover?**

1 January 2017 to 31 December 2020.

### **What is the current *Girls Not Brides* strategy?**

The current [Girls Not Brides strategy 2014-2016](#) was developed in consultation with members to ensure that our collective efforts have the greatest impact. The Partnership agreed to focus on five overarching objectives:

- A. Major inter-governmental processes and fora commit to taking action on child marriage.
- B. The evidence base on child marriage has increased.
- C. Country-wide efforts to address child marriage are supported and highlighted.
- D. Increased funding is available globally to support effective efforts to address child marriage.
- E. The global movement to end child marriage continues to grow and strengthen.

### **Who will approve the final strategy?**

Ultimately, *Girls Not Brides*' [Board of Trustees](#) will approve the final strategy. But the strategy development process has been designed to ensure that the expertise and knowledge of members are at the centre of the design of the strategy, a final version of which will be presented to the Board for their approval.

### **Who is leading the strategy development process?**

The *Girls Not Brides* secretariat is overseeing the execution of the strategy development process, engaging the consulting firm StrategiSense to design and assist with the process. StrategiSense facilitated two rounds of consultations with members and external stakeholders, including the situational analysis and the consultation on the key themes emerging from that consultation. StrategiSense also provided an analysis of those consultations and a literature review of best practices.

### **How can I take part in the consultation?**

Throughout the course of 2016, members and partners have been to provide input and share their expertise in three different rounds of consultation. The consultation process is now closed.

There is a timeline on the [website](#) that shows the strategy development process in full.

### **Why were the consultations only run in English and French? Can I take part in another language?**

French and English are the two official working languages of the *Girls Not Brides* secretariat. While we recognise that running the consultation in further languages could provide some members with further opportunities to take part, we are unfortunately limited by resources and capacity.

### **Who are the Member Reference Group? What is their role? How were they chosen?**

As a global partnership, *Girls Not Brides* believes that social change cannot succeed without the engagement and action of its members, as evidenced by the organisation's [Mission Statement](#) and [Membership Principles](#). It is only through members' active and diverse contributions that *Girls Not Brides* will achieve its goals and objectives.

Therefore it is important to us that we make sure that the expertise, knowledge and insight of our members is informing the process and content of the new strategy in a regular and sustained way. To help ensure this, a diverse Member Reference Group has been mobilised, composed of a wide range of *Girls Not Brides* members from different geographic regions, with expertise across different sectoral approaches and experience of working at multiple levels - from the grassroots to international. Members were chosen through a process of targeted outreach by the *Girls Not Brides* secretariat, based upon specific selection criteria.

The group has advised the secretariat on the process for developing the strategy. They contributed to the analysis of consultation findings and provided feedback on draft documents.

You can find more information about the Member Reference Group, including its participants and Terms of Reference on the [website](#).

## Questions about the strategic analysis consultation (phase one)

---

### **What did this consultation involve? What was this consultation about?**

Between March and May, we sought the strategic insights of *Girls Not Brides* members through an online survey, focus groups and one-on-one interviews. We also consulted other key stakeholders and thought-leaders, including youth advocates, government representatives, funders, researchers, and other partners.

This round of consultations was focused on an analysis of the external world, our successes and learnings to date as a Partnership, and upcoming opportunities.

These insights were analysed to identify themes, trends, opportunities and potential areas for further consideration, which were summarised into a discussion paper. *Girls Not Brides* members and stakeholders are being consulted on the discussion paper throughout July.

### **Who took part in this consultation?**

We received a fantastic response to the first round of consultations. You can read Annex I to the [discussion paper](#) for more information.

### **How were the participants of the virtual focus groups chosen?**

The participants of the virtual focus groups were identified by the *Girls Not Brides* secretariat based on our knowledge and interaction with *Girls Not Brides* member organisations. The secretariat has endeavoured to ensure that a wide cross-section of members from different countries, regions, and with diverse programmatic approaches have been able to participate in the focus groups.

Criteria for focus groups:

- Mixture of old members and new voices
- Mixed level of engagement with *Girls Not Brides*
- Diversity of organisation type/voices: e.g. INGO/ grassroots, research/advocacy/programmatic, geography, youth-led.
- Diversity of expertise/approaches within designated focus area of the group.
- Language ability (for logistical reasons, all focus groups will be conducted in English. We have established a separate focus group for French-speaking members).

### **I am a *Girls Not Brides* member and I wasn't invited to take part in the online survey**

We hope that the online survey will allow us to hear from every single member organisation. For practical and resource reasons, we do not have the capacity to canvass every single staff member of every member organisation. Nor, unfortunately, can we solicit the views of people who are not a member of *Girls Not Brides* but who are interested in the issue of child marriage.

In order to target our outreach, we sent the invitation to take part in the online survey to our main contacts at each member organisation. These include our membership point of contact. The survey closed at the end of April.

## Questions about the consultation on the discussion paper (phase two)

---

### **What did this consultation involve? What was this consultation about?**

Throughout July, *Girls Not Brides* members and stakeholders were invited to provide feedback on [the discussion paper](#). Their feedback would be used to turn this discussion paper into the first draft of the *Girls Not Brides* strategy for 2017-2020.

We invited feedback on the discussion paper via an online feedback form which was open to *Girls Not Brides* members and non-members. We also ran virtual and in-country focus groups of *Girls Not Brides* members, and held one-on-one interviews with key stakeholders.

### **Who took part in this consultation?**

Over 200 people sent us their feedback via the online form, and we ran six virtual focus groups. You can read more about who took part in this [blog](#).

### **Why were the focus group discussions only open to *Girls Not Brides* members?**

As this process will determine the next strategy for the *Girls Not Brides* Partnership, the consultation process is largely focused on gathering input from member organisations. However, we value the expertise and insights of other stakeholders in the broader movement to end child marriage and so invited their feedback via the online feedback form. We also organised several 1:1 interviews with external stakeholders.

## Questions about the consultation on the draft strategy (phase three)

---

### **What did this consultation involve? What was this consultation about?**

In October and November, *Girls Not Brides* members and stakeholders were invited to provide feedback on [the draft strategy](#). Their feedback would be used to finalise the *Girls Not Brides* strategy for 2017-2020.

We invited feedback on the draft strategy via an online feedback form which was open to *Girls Not Brides* members and non-members. We also ran a session at the national partnership workshop.

### **Who took part in this consultation?**

Over 85 people sent us their feedback via the online form.

\*\*\*

### **I have a question that hasn't been answered here**

You are welcome to write to [info@GirlsNotBrides.org](mailto:info@GirlsNotBrides.org) with any other questions you have. Please indicate that your email relates to the "strategy development process" in the subject line of your email.