

WORLDWIDE BROTHERHOOD

# 30-Day Launch Plan

A month-one plan for forming a durable R.A.W. Circle

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A step-by-step implementation plan for moving from first gathering to repeatable structure, witness, action, service, conflict skill, and optional MERIT/Qortal onboarding.

R.A.W. Protocol: Responsibility. Acknowledgement. Witness.

MERIT Q-App: <qortal://APP/Merit> | Public bridge: <https://merit.worldwidebrotherhood.com>

Updated v0.2

# 30-Day Launch Plan

The first 30 days are not about building a large group. They are about proving the circle can hold the R.A.W. standard: men show up, tell the truth, make commitments, return with evidence, handle conflict cleanly, and protect confidentiality.

## 30-Day Success Metrics

Metric	30-Day Target
Core men	3 to 8 men committed to weekly attendance.
Leadership	Named steward for each meeting; co-steward or rotation plan identified.
Meetings	4 meetings completed, starting and ending on time.
Commitments	At least 1 measurable commitment per man per week.
Witnessing	Every commitment has at least 1 witness.
Conflict hygiene	At least one structured withholds/check-clear round by Week 3.
Confidentiality	Zero breaches.
Service	One small service action planned or completed.

## Development Curve

Many men's groups begin with energy, then flatten. This is normal. The answer is not hype. The answer is structure, clear why, accountability, conflict skill, service, training, and fresh energy.

Stage	What Happens	Leadership Move
Formation	Men are curious, guarded, or excited.	Set clear why, covenant, time, roles, and opt-in.
Depth	Men begin telling harder truth.	Protect confidentiality and do not rush advice.
Flatline	The group gets comfortable or repetitive.	Restore accountability, service, skill training, and fresh energy.
Conflict	Withholds, judgments, resentment, or leadership tension appear.	Use conflict protocol. Do not sweep it aside.
Maturity	Men can hold grief, truth, action, and repair.	Train leaders, initiate new men carefully, serve locally.

## Week 0 - Preparation

- Choose the founding steward and optional co-steward.
- Select 3 to 8 men who can be serious for 30 days.
- Write the clear why or mission statement.
- Pick meeting time, place, rhythm, and punctuality agreement.
- Print the Covenant, First Meeting Script, Commitment Worksheet, Witness Guide, and Safety Boundaries.
- Decide whether the circle is private, invite-only, or publicly listed.
- Do not publish private commitments online.
- Optional: create a draft listing for WorldwideBrotherhood.com.

## **Week 1 - Establish the Container**

- Run the First Meeting Script.
- Read and accept the Circle Covenant.
- Name the steward and timekeeper.
- Each man names one responsibility.
- Each man creates one 7-day commitment.
- Each man chooses one witness.
- Set the next meeting before leaving.
- Steward records only necessary logistics.

## **Week 2 - First Review**

- Each man reports: completed, partial, incomplete but honestly reported, reset needed, disputed, or avoided.
- Witnesses speak only to what they witnessed or reviewed.
- Do not shame incomplete commitments. Do not excuse hidden avoidance.
- Notice where good vibes are causing accountability to slide.
- Each man creates a second commitment.
- Identify one small service possibility.

## **Week 3 - Strengthen the Standard**

- Review confidentiality and safety boundaries.
- Name any pattern of avoidance, domination, rescuing, or grievance.
- Run a short withholds/check-clear round if trust is being affected.
- Rotate witness pairs so men do not form dependency loops.
- Each man creates a third commitment.
- Choose one service action for the circle.

## **Week 4 - Service and Decision Point**

- Complete or schedule one small service action.
- Review 30-day results.
- Ask each man: did the circle make me more responsible?
- Ask: did we become contributors or consumers?
- Decide whether to continue another 60 days.
- Decide whether to list the circle publicly.
- Decide whether to onboard to MERIT on Qortal.

## Fresh Energy Plan

Fresh energy prevents the circle from becoming repetitive talk. Use one or two of these in the first 90 days.

Fresh Energy	Example
Service project	Help an elder, clean a local site, support a father, mentor younger men.
Training night	Conflict resolution, witnessing, facilitation, emotional regulation, digital privacy.
Outdoor day	Walk, hike, fire circle, cold water, working day, or simple meal.
Creativity	Music, writing, building, craft, storytelling, physical challenge.
Guest speaker	Bring in a man with skill, humility, and clear boundaries.
Retreat / weekend	Use only after the weekly container is stable. Depth without integration fades.

## New Member Initiation

A new man changes the field. Initiate new members deliberately.

1. One member sponsors the new man and explains the covenant before he attends.
2. The new man attends as a guest once, then chooses whether to opt in.
3. He signs the covenant before participating in private work.
4. He starts with one simple 7-day commitment.
5. He is assigned a witness who understands the R.A.W. standard.

## 30-Day Review Questions

- Did men show up consistently and on time?
- Was leadership clear without becoming domination?
- Were commitments specific and measurable?
- Did witnesses tell the truth?
- Did men report honestly when they failed?
- Did conflict or withholds get handled, or avoided?
- Did confidentiality hold?
- Did the circle reduce isolation or become another performance space?
- Did men become more useful to family, work, brotherhood, or community?
- Is this circle mature enough to become publicly listed or MERIT-enabled?

## Optional Qortal / MERIT Onboarding

After the circle has completed at least 30 days, consider onboarding to the MERIT Q-App on Qortal. Do not rush this. The human protocol must work before the technology matters.

1. Use WorldwideBrotherhood.com to list or claim the group.
2. Open the MERIT Q-App at <qortal://APP/Merit>.
3. Select the circle's Qortal name if available.
4. Publish a public circle profile only if the group consents.

5. Keep private acknowledgements and sensitive commitments offline or encrypted.
6. Use MERIT for public directory records, service missions, and narrow witness attestations.