

The Arbitrum DAO is excited to launch Arbitrum #GovMonth

!

An opportunity for \$ARB holders to express their views all while earning their share of 100,000 \$ARB via [ThankARB](#) AND a chance for Arbitrum builders to grab over 90,000 \$ARB in Grants. In addition to getting funding in the hands of the best builders, we believe that “sensemaking” is an important starting point and often under-rated part of DAO governance. This is our chance to get it done right.

TL:DR What is #GovMonth

?

GovMonth starts with meaningful governance participation and as an \$ARB token holder, your voice matters. Many grant programs fail to evaluate how effectively their DAO spends its grant funds. We believe that is initially caused by a lack of clarity / alignment on how and what the DAO prioritizes, often leaving evaluation to a small group of insiders or broader elections without much focus. GovMonth changes that. And it rewards contributors too.

During #GovMonth

, we have 3 primary goals

- Align the DAO on it's North Star Strategic Framework, strategic priorities & how to reduce friction and barriers in the ecosystem
- Gain statistically significant response levels to influence our DAO native design process
- Begin tracking meaningful governance participation as monthly active users of the DAO

GovMonth concludes with the “Arbitrum on Gitcoin Grants” program where we will allocate most of the 105,000 ARB that was dynamically assigned to five different domains by the community during the Gitcoin Domain Allocator Round. The funds + the donations will go to the builders, creators and community members in the Arbitrum community.

ThriveCoin: The Epicenter of #GovMonth

Challenges

We are ecstatic to announce our partnership with ThriveCoin, a pioneer in community governance rewards. From incentivizing DAO contributions to propelling campaigns with Bankless and BAYC, ThriveCoin is a force to reckon with.

Your One-Stop Hub: All the rewardable actions for #GovMonth

are centralized on our ThriveCoin landing page. Make sure to visit [thankarb.com](#) for a seamless experience.

Stay Updated: For real-time updates and announcements, follow [@ThankArbitrum](#) on Twitter.

Why It Matters: By channeling ARB rewards through ThriveCoin, we are not only incentivizing participation but also amassing invaluable data for future grants.

Don't Miss Out: Your ARB treasure chest is just a click away!

What's happening this week?

This week we invite you to participate in six challenges to shape ArbitrumDAO's strategic framework.

1. Sign up for [ThriveCoin](#)

Share your thoughts on our:

1. Vision - 4,000 ARB Distributed through JokeRace next week.
2. Mission - 4,000 ARB Distributed through JokeRace next week.
3. Long-term strategic priorities (focused on innovation and growth) - 4,000 ARB Distributed through JokeRace next week.
4. Short-term priorities (where can funding help reduce friction and remove barriers to progress) - 4,000 ARB Distributed through JokeRace next week.
5. Vote on snapshot for the [Questbook Domain Allocators](#) (make sure you vote in all 4 categories) - secure your piece of a 10,000 ARB pie up for lottery.

Our sensemaking process allows us to crowdsource intelligence; it encourages open and transparent communication.

Only with your active participation, can we gain a deep understanding of community needs, and preferences making it more likely that a strategic framework is meaningful and user-friendly. When a diverse group of people participate, we gain a wide range of creative ideas, sparking innovation that might not have been possible in a more top-down process. Finally, we believe that when you have a say in the process, you'll feel a sense of ownership and engagement with the final strategic framework.

In short, the community wins and you win too.

In closing...

This week is just the start. The remainder of this month we distribute another 90,000 ARB to builders via the newly launched [Gitcoin Community Round](#) platform, we will have deeper conversations using [Ethelo](#), we will continue to experiment with DAO native communications platforms like [Push](#) (formerly EPNS) and run more [JokeRaces](#) while you (our community) continue to earn your share of 100K \$ARB via [ThankARB](#).

Want to learn more?

Join us and the [Arbitrum Foundation](#) Tuesday for a kick off twitterspace

Set a reminder to join the [ArbitrumNewsDAO](#) on Wednesday

Subscribe to our [PUSH channel](#) for insider information at (link)

Follow [Thank Arbitrum](#) on twitter

Follow [ArbitrumGrants](#) on twitter

lfg!