











MMM: Gitcoin Grants Marketing Charter (S20)

(D)river	MathildaDV
(A)pprover	 Ben West (OSS / Web3 Community Programs Lead)  Connor (ETH Infra Program Lead)
(C)onsulted – (C)ontribution  Not reviewed  First pass  Looks good to me  Change requested	 Laura Banks (MMM Lead)  Kyle  Owocki  Sov (PGF GM)
(I)nformed	Discord – PGF Team

What to expect in this document

The goal of this document is to describe the responsibilities and strategies that the Marketing team will pursue in S20 (Nov 1 - Jan 31) as it relates to Gitcoin Grants marketing efforts.

The following sections will describe where we believe the Marketing team should spend their time with our current level of resourcing.

Mathilda – Marketing Manager: X hours per week

Gary – Social Media: X hours per week

Rohit – Staff Writer: X hours per round

KR roll-up

At this time, there are 6 milestones or deliverables from the [GG19 Strategy](#) that we believe marketing can make meaningful progress:

- Drive \$1M in total individual contributions
- 50% of matching pool funds coming from new matching funders
- 75%+ of Donors to authenticate their identity using Passport, with a score of 20+

Other goals outside of key GG metrics:

- Use GG to support product adoption

- Support retention of community-led rounds
- GG ossification

Marketing OKRs

Initiative/Project	Key Results	Value
GG19 Marketing	Take a data-driven growth approach to drive donations to round Showcase products in Gitcoin Grants marketing assets	Supports the Program Team's goal of driving 1M in donations Product adoption / network effects Product Education
Create plan to attract new and encourage returning GG partners	Update impact.gitcoin.co with relevant case studies and grants round archive Grantee showcasing campaign	Demonstrates ecosystem growth & value for program Dogfoods impact reporting tactics and processes to support solo round reruns & potential services
Educate and ossify GG brand	Create and run campaign to communicate changes to program structure through proactive stakeholder education campaigns Run "back to our roots campaign" for GG19	GG brand development in support of DAO-wide and program goals

- done
- in progress
- blocked
- wont do

Marketing OKR Descriptions

GG19 Marketing

We are always working to improve GG comms and marketing. This season we will use the opportunity to further codify GG marketing processes, with a specific emphasis on measurement to gain new insights on how to increase our reach.

GG also presents an opportunity to highlight Grants Stack & Passport in some of our most visible round marketing assets. Gitcoin Grants is the biggest seasonal marketing activation we have at Gitcoin. It makes sense to leverage that activation to showcase Grants Stack and Passport and expose our audience to their functionality. This direction supports our move to a tech-first narrative and the Essential Intent of using network effects to help with product adoption.

Tasks:

- Plan and execute GG19 marketing campaign w/ key messages:
 - Built on Grants Stack, protected by Gitcoin Passport
 - Going back to our OSS roots
- Work with marketing team to align on plan for in-round marketing of products
- Create and manage a round measurement dashboard and report on round successes

Work to attract new and encourage returning partners

There is room for experimentation and refinement on how Gitcoin's marketing function can add value to partners running rounds on Grants Stack (both GG rounds and solo rounds) and funding our program.

Attracting new & returning GG Rounds & Matching Funders

One of the main drivers for communities to run rounds during GG is because of the brand exposure they get from being associated with Gitcoin. This is important to acknowledge and we need to experiment with how we can provide value to partners by codifying marketing efforts for community-led rounds (while maintaining credibility of Gitcoin's brand).

Tasks:

- Create shared agreements with the program team around what kind of in-round marketing they think would create a great experience for GG community rounds.

Solo Round Retention Experiments

There is an opportunity to use GG as a place where we can experiment with new processes that can be translated as value adds and best practices for our Grants Stack users. For example, we have runbooks and articles on sybil defense best practices for QF rounds. We also know that what round managers consider a successful grants program are:

1. Engaging communities in donating to grants, grants needs & decision-making
2. Activating networks of the best and brightest builders

Gitcoin Grants has been very successful at #1 but there is room for improvement at #2. We will also note that a focus on activating builder networks is also highlighted in the [S20 - S21 GS Strategy](#).

This season we will work to create new processes around grantee showcasing in between rounds and experiment with how we might translate those efforts to highlighting grantees from solo rounds with the goal of:

- Creating opportunities to re engage with partners (customer retention)
- Demonstrating the success of our own grants program (matching funder retention)

Tasks:

- A light grantee showcase strategy
- Paris video interviews to roll out before GG19
- Refresh the current impact report with updated data.

OUT OF SCOPE:

- A full impact report refresh by the end of the calendar year

- Large video productions for grantee showcasing

GG Brand ossification

Support the (re)shaping, definition of terms and ossification of GG brand through proactive stakeholder education campaigns.

We believe there are several leverage points we can collectively push to improve and strengthen GG brand affinity:

- Clearly communicate the decentralization and new structure of the grants program
- Support active community members in participating in important conversations about the future of the grants program and our DAO
- Align our Program Rounds more closely with Ethereum's purpose and values
- Educating our audiences on the changes happening to Gitcoin as a whole and clearly communicating which pieces are credibly neutral and which ones are values-driven

In S20 MMM can contribute to these levers by:

- Build out and expand the tech first narrative by going back to our OSS roots through into GG20 and beyond.
- Begin to drip education out on the new structure of GG and Gitcoin 1.0 → 2.0
- Support with separating the program as its own brand identity with content creation and asset development

OUT OF SCOPE:

- Running and operating a program Twitter account for GG19 (but will support PGF running it).
- Full brand development for GG