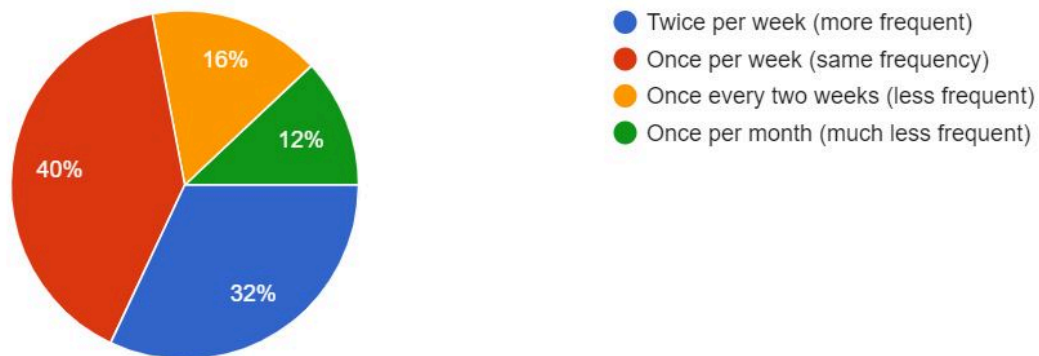


Project Title: MoonDAO Weekly Newsletter, Monetization, and Incentives ([PDF](#))

Abstract: The MoonDAO Email List has proven to be a successful tool for onboarding new subscribers and keeping them informed about MoonDAO's activities. In Q1 2023, we propose continuing to make the most of the email list's capabilities by continuing the weekly Mooney Monday update email, implementing the incentives for a refer-a-friend system (currently live, but without incentives), and exploring opportunities for monetization through sponsorships and affiliate marketing. These changes will further increase participation and involvement in MoonDAO, and help to generate revenue for the organization. The MoonDAO email list currently has over 11,500 subscribers with a 44% open rate, making the email list one of our largest and most powerful means of communication. See [final report from Q4](#).

Motivation: The MoonDAO Email List has proven to be an effective means of communication and outreach for MoonDAO. By continuing the weekly Mooney Monday update emails, we can keep subscribers informed about MoonDAO's activities, including recent news items, team and project updates, upcoming events, and active or imminent votes. This will help to increase engagement and involvement in MoonDAO. In the newsletter year-end survey, 40% of respondents wanted one email per week, 32% wanted 2x per week, so a majority seem to support communications at least 1x per week.



Implementing a refer-a-friend incentive system will also encourage subscribers to promote the email list and bring in new members, further increasing participation and involvement in MoonDAO.

In addition, monetizing the email list through sponsorships and affiliate marketing will help to generate revenue for MoonDAO. Sponsorships can provide a source of funding for the organization, while affiliate marketing can help to promote products and services that are relevant to MoonDAO's audience.

Specification:

Ongoing list maintenance and updating of autoresponders: Part of this project will be ensuring that any of the evergreen autoresponder content written in phase 1 of this project (during Q4 2022) is up to date. It will also create a new autoresponder sequence that is directed to cold subscribers (subs who haven't opened or interacted with our content within a pre-determined time) which will be designed to "warm" them up again before those users are permanently deleted. This is important because the list pricing is determined by list size, so we do not want to be paying for cold subscribers. Updating email autoresponders includes new addition like adding in links to the 101.xyz courses the evergreen content and updating any factual information that may change in our governance, including things like stake-to-vote, guilds, quadratic voting, project proposal guidelines, etc.

Weekly Mooney Monday update email: This email will be sent out on a weekly basis and will include 2-3 top recent news items in the space industry, particularly those that relate to the Moon, significant MoonDAO team/project updates, new projects/bounties to get involved with, upcoming MoonDAO calendar events (Townhall & Leadership meetings, AMAs, etc) as well as announcing any active or imminent MoonDAO votes.

Refer-a-friend incentive system: This system will encourage subscribers to promote the email list and bring in new members. Subscribers who refer new members will be eligible for rewards, such as Mooney tokens or other incentives.

Monetization through sponsorships and affiliate marketing: We will explore opportunities for monetizing the email list through sponsorships and affiliate marketing. Sponsorships can provide a source of funding for MoonDAO, while affiliate marketing can help to promote products and services that are relevant to MoonDAO's audience. This project will include a sponsorship PDF document that can be shared with potential sponsors including our rates, subscriber stats, etc. It will also coordinate implementation within the existing partnership form and best practices.

Note Taking for Weekly MoonDAO Meetings: In order to ensure that the weekly Mooney Monday update emails are comprehensive and informative, it is important to have accurate and up-to-date information about the activities and decisions of MoonDAO. These notes will be shared with the community separately, and will also inform the contents of the Mooney Monday emails. The notes will capture key points, decisions, and action items from the meetings, as well as any important announcements or updates. They will also record any questions or feedback from the community, and ensure that this information is relayed to the appropriate team members. Having detailed notes from the weekly meetings will help to keep the Mooney Monday emails accurate and relevant, and will ensure that the community is kept informed about the activities and decisions of MoonDAO. It will also provide a record

of the meetings for future reference. This will essentially resemble what ryand2d did during Q4 with event notes.

Overall, these changes will help to further increase participation and involvement in MoonDAO and generate revenue for the organization through sponsorships and affiliate marketing. We believe that these additions to the MoonDAO Email List will be a valuable asset for the organization in Q1 2023 and beyond.

Benefits: Continuing the MoonDAO Email List through the weekly Mooney Monday update emails, the refer-a-friend incentive system, and monetization through sponsorships and affiliate marketing will bring several benefits to MoonDAO. These changes will help to increase participation and involvement in the organization by providing subscribers with more frequent and relevant updates, and by incentivizing them to promote the email list and bring in new members. The weekly Mooney Monday update emails will also enhance the transparency and communication of MoonDAO by keeping subscribers informed about the organization's activities and decisions. In addition, monetizing the email list through sponsorships and affiliate marketing will generate revenue for MoonDAO, providing a source of funding for the organization. Finally, the note-taking and meeting minutes for the weekly MoonDAO meetings will improve the transparency and communication of the organization, and ensure that the community is kept informed about the activities and decisions of MoonDAO, while also informing the content creation in the weekly newsletter.

Risks: There are several risks to consider when implementing the expansion of the MoonDAO Email List. There is a risk that the expansion may not lead to the desired increase in participation and involvement in MoonDAO. Factors such as the quality and relevance of the content, the effectiveness of the refer-a-friend incentive system, and the appeal of the sponsorships and affiliate marketing opportunities may all impact the success of the email list. There is also a risk that the implementation of monetization through sponsorships and affiliate marketing may be met with resistance from some members of the community. It will be important to carefully consider any potential sponsors and affiliate marketing partners, and ensure that they align with the values and mission of MoonDAO. Finally, there is a risk that the note-taking and meeting minutes may not be comprehensive or accurate, which could negatively impact the transparency and communication of MoonDAO.

Objectives and Key Results:

Objective #1: Update Autoresponder Sequences + Add New Ones + Maintenance

Key Results for Objective #1:

- Update any factual changes within the two large existing autoresponder sequences with regard to governance or internal changes.

- Create a new cold subscriber sequence and tag which will attempt to warm up any inactive members before they are tagged for deletion, in an attempt to keep the list clean and ensure we aren't paying for inactive users.
- Add some additional emails to the general sequence promoting the refer-a-friend system and encouraging users to share the email list with friends or on social media.
- Adding in more content like images, screenshots, gifs, or video links within the two large autoresponder sequences to make it more dynamic and engaging instead of a wall of text (based on feedback from the survey).

Objective #2: Weekly Mooney Monday Emails

Key Results for Objective #2:

- Start up the weekly Mooney Monday emails again with space news, and MoonDAO updates, such as those seen on the [public MoonDAO emails page](#)

Objective #3: Create a PDF Sponsorship document

Key Results for Objective #3:

- Compiling info and statistics with info about the MoonDAO email list in a small 1-2 page PDF document with rates that we can share with Web3 or Space Organizations.
- Create snippet codes within ConvertKit that will allow us to easily embed any text or image advertisements within the existing body of emails and allow us to swap them out or change them in the future without having to edit individual emails.

Team Table (Table A)

Team Steward	ryand2d
Initial Team	ryand2d, pmoncada
Sponsors	cheesebeard
Foreign Language Representatives (optional)	n/a
Multi-sig Signers (if Budget is needed)	ballack, pmoncada, ryand2d, luffy54, mitchie

Team Steward(s): ryand2d

Bio: ryand2d has more than 10 years of experience in internet marketing including email marketing (using ConvertKit, Aweber, MailChimp), website design & management, social media management across all major platforms, as well as being an experienced writer, blogger, and content creator. ryand2d is an experienced digital nomad and freelancer with flexible hours and time to devote to the project and is accustomed to working on a deadline with clients. He runs

his own email list with ~3,000 subscribers and has managed lists for clients with 50,000+ subscribers, he also put together the MoonDAO email list and built it up to 11,500+ subscribers.

Role: Project Lead & Writer

OKR within the project:

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Team Steward Minimum Viable Payment (optional): 3,000 Dai & 200,000 Mooney per month

Initial Team Bios (one for each):

Team Member #1: Pablo Moncada

Bio/background: MoonDAO cofounder

Role: Content Review and News Suggestion

OKR within the project:

Objective #1: Ensure accuracy of MoonDAO information

Key Results for Objective #1:

- Onboarding emails contain accurate information about MoonDAO and processes
- Weekly news is reviewed before distribution
- Occasional direct message through email about different MoonDAO topics

Team Member Minimum Viable Payment (optional): 1,000 Dai

Budget Justifications (Table B)

Description	Amount	Justification
Mooney referral rewards of 1,000 per user to refer 15 friends. Budgeting for up to 50 people who can achieve within the timeframe	50,000	1,000 x 50 people = 50,000 mooney
MoonDAO tshirt from Shopify store, budgeting for up to 25 people who can achieve that amount, est \$15 per shirt plus misc. shipping	\$375 DAI	\$15 x 25 = 375 DAI

Total Budget (including guaranteed payments to team members):

\$10,375 Dai

650,000 \$MOONEY

The DAI Salaries will be streamed using llama pay throughout the lifetime of the project. If someone leaves or is no longer performing their duties the salary will be turned off. At the end of the quarter, we will do a Coordinape and be included in the project system incentives, and MVP will be subtracted from the rewards people receive.

Estimated Project Timeline (Table C)

Date	Description
Jan 25, 2023	Est. Project Approval
Jan 30, 2023	Start sending weekly emails
Feb 14, 2023	Getting refer-a-friend promotion and small email series to promote it live.
Feb 28, 2023	Finish the sponsorship PDF document and link to it within the email footer.
Apr 24, 2023	Three-month project Conclusion and final report

Deadline for the project: April 24, 2023