

# **Polkadot Charity Foundation: Establishment and Inaugural Initiative Launch**

**Date:** 08/12/2024

**Requested DOT:** 37604

**Proponent (MultiSig):** 169HEHC6k2aWPEar4bw15euKhUEatFaMZLrtungjynaujkBn

## **1. Short description**

This proposal aims to cover the organizational costs, curation, and setup of the Polkadot Charity Foundation in order to promote Polkadot technology for charitable causes, supporting projects that enhance social benefits and commitment to people, positioning itself as a leader in social responsibility. The creation of this foundation will benefit the growth of Polkadot and increase overall brand visibility, reputation and adoption. The work of the foundation will have a significant impact through international media and social coverage, solidifying Polkadot's presence worldwide.

[\*\*PRESENTATION VIDEO\*\*](#)

[\*\*POLKADOT CHARITY FOUNDATION WEBSITE\*\*](#)

### **1.1. Problem:**

In today's competitive market, maintaining a positive brand image and achieving widespread recognition is increasingly challenging. Many companies struggle with limited visibility, negative public perception, and a lack of engagement with their target audience, and they resort to [partnering with other NGOs](#) to achieve greater reach. These issues can hinder a brand's growth and its ability to connect with consumers on a global scale. Most companies in the blockchain industry do not have a corporate social responsibility arm as part of their company vision and mission.

### **1.2. Solution:**

To address these marketing and visibility challenges, we propose establishing the Polkadot Charity Foundation. The creation of this entity will benefit the growth of the Polkadot brand by promoting positive brand associations. These activities will be widely publicized through national and international media outlets, generating positive social coverage and enhancing the brand's reputation. Additionally, creating engaging content for social media platforms such as Twitter, YouTube, LinkedIn, Telegram, TikTok and GrillApp will further increase brand visibility and foster a deeper connection with the audience.

### **1.3. Commitment:**

We are committed to leveraging this initiative to create a positive impact on both the community and the brand. Our dedication includes ensuring transparency in our operations and continuously enhancing Polkadot brand image through meaningful actions. By aligning our philanthropic efforts with Polkadot brand goals, we aim to achieve stronger customer loyalty, and a distinguished position in the market as a socially responsible brand.

#### 1.4. Objective:

The primary goal of the foundation is to enhance the global image of Polkadot through charitable activities. This proposal outlines how strategic charitable programs can foster brand growth, improve community loyalty, and establish Polkadot as a leader in social responsibility.

## 2. Polkadot Charity Foundation Team



**Marcos**  
Polkadot Ambassador



**Alan**  
Blockchain Strategic Advisor

**Marcos:** Polkadot Ambassador, Parachains Ambassador, and active Polkadot member since 2020, contributing to numerous initiatives within the Polkadot ecosystem, including the WAG Media Bounty and the Spanish Bounty, among others. Blockchain entrepreneur managing top hispanic influencers. Demonstrated proficiency in managing and organizing international teams for [Human for Habitat](#) in the USA, as well as other foundations.

**Alan:** Product Technical Lead and Blockchain Advisor with a proven track record in successfully scaling and launching blockchain projects on major exchanges such as [Coinstore](#). Experienced educator and keynote speaker, with expertise in blockchain technology and community building.

### **3. Strategy**

#### **3.1. Strategic Development:**

Establishing the Polkadot Charity Foundation represents a strategic move for Polkadot development by integrating philanthropy directly into its operations. Unlike partnering with external NGOs, creating an in-house foundation allows for full control over the charitable initiatives and ensures alignment with the Polkadot's core values and goals. Many forward-thinking companies are adopting this approach, as it not only strengthens their brand but also opens new avenues for growth. By creating Polkadot's own foundation, Polkadot can efficiently manage resources, tailor initiatives to its target audience, and forge stronger connections with the community. This initiative creates a unique value proposition that differentiates Polkadot from its competitors and drives sustainable growth.

Moreover, by committing to charitable activities, people identify with social causes, making this type of content the most engaging on the internet. MrBeast exemplifies this by becoming the biggest content creator in the world, having understood the huge impact of charitable initiatives. He recognized how users interact more with this type of content and are more likely to share it, creating a snowball effect on engagement.

### **3.2. Enhancing Polkadot Image:**

Associating Polkadot with philanthropic efforts can enhance its public image. By actively participating in social good initiatives, the Polkadot brand will be seen as a responsible and empathetic ecosystem. This positive association will build a stronger emotional connection with the community and potential users.

### **3.3. Community Loyalty:**

Modern consumers increasingly value brands that demonstrate social responsibility. By launching the foundation and hosting charitable activities, Polkadot Charity Foundation attracts new adopters who prioritize ethical activities. Besides, the existing community will develop a deeper loyalty to Polkadot, knowing that it supports charitable causes. This will lead to greater community retention and long-term adoption.

## **4. Our Inaugural Initiative: Polkadot Charity Week in Spain**

### **4.1. Description:**

The proposal involves organizing the philanthropic week in the three most important cities in Spain: Madrid, Barcelona and Málaga. During this week, Polkadot Charity Foundation will provide support to soup kitchens and donate Polkadot branded clothing to individuals in need. The altruistic week will highlight the brand's dedication to improving lives and supporting local communities.

### **4.2. Execution and Impact:**

The Polkadot Charity Foundation will provide meals to 3,000 families. In addition, the foundation will donate t-shirts, caps, water bottles, and backpacks, each featuring the logos of both Polkadot and the Polkadot Charity Foundation.

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|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <p><b>October 13-19</b></p> | <p><b>1) Planning and Coordination:</b> Outlining the Polkadot Charity Week schedule, coordinating with collaborators, and ensuring all logistical details are in place.</p> <p><b>2) Volunteering:</b> Working as volunteers during the whole Polkadot Charity Week, living in first person the volunteering experience.</p> <p><b>3) Donations contract:</b> Everything will be drafted through a contract, ensuring complete transparency to the entire Polkadot community.</p> <p><b>4) Content Preparation:</b> Preparing scripts, presentations, and other materials needed.</p> <p><b>5) Venue Management:</b> Securing and setting up the venue. including seating, staging, lighting, and sound systems..</p> <p><b>6) Organization of interviewees:</b> Managing invitations, registrations, and accommodations for guests and speakers.</p> <p><b>7) Recording Arrangements:</b> Coordinating with the recording team to ensure proper camera placement, sound recording, and streaming setups.</p> <p><b>8) Compliance and Permissions:</b> Ensuring all necessary permissions and releases for recording and broadcasting are obtained.</p> <p><b>9) Evaluation and Feedback:</b> Collect comments and evaluations from attendees to improve future actions.</p> <p><b>10) Polkadot Charity Foundation Development:</b> Establishing alliances for future social collaborations.</p> <p><b>11) Liability Insurance:</b> Securing liability insurance to protect the organizers, volunteers, and participants against potential legal claims arising from accidents, injuries, or damages that may occur during the Polkadot Charity Week</p> | <p><b>Compensation</b></p> <p>60 DOT</p> |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|

*Polkadot Charity Foundation team daily Reward (x2) - During the 5 workdays.*

## 5. Marketing Plan

**5.1. Media Strategy:** To maximize visibility and impact, a comprehensive media strategy will be employed. This will involve engaging with both national and international newspapers, such as the Financial Times, to secure articles. The media campaign will focus on the scale and significance of the foundation, emphasizing the positive outcomes and community benefits.

**5.2. Global Media Impact:** The expected media and social coverage will generate global visibility for Polkadot's philanthropic efforts. By highlighting the Polkadot commitment to social good, these articles will enhance the brand's reputation on an international scale. The reach of this coverage, combined with organic sharing by individuals and media outlets, can significantly amplify the international impact.

**5.3. Content Plan:** The Polkadot Charity Week will be documented extensively to create content for social media platforms such as Twitter, Youtube, TikTok, LinkedIn and GrillApp. Videos, photos, and stories will be produced, showcasing the preparation, execution, and testimonies of the beneficiaries. This content will be planned to sustain interest over a 13 weeks period.

**5.4. Social Media Impact:** The generated content will boost engagement on Polkadot's social media channels. By sharing authentic and emotionally compelling stories, the brand will foster a deeper connection with its audience. This will encourage more interactions, increasing the visibility of Polkadot.

## **6. Digital Marketing strategy**

The following framework outlines the Digital Marketing strategy of the Polkadot Charity Foundation during the Polkadot Charity Week, detailing the recurring weekly activities for each month over the next 3 months.

### **First-Week Activities for Each Month**

#### **Social Media Management:**

- Platforms: Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.
- Activities include managing posts, interactions, and engagement on these platforms.

#### **Audiovisual Content:**

- Tasks: Recording, editing, and publishing.
- Outputs:
  - 6 shorts shared across all Polkadot Charity Foundation social media accounts: Website, Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.

#### **Polkadot Charity Foundation Website Blog:**

- Publications:
  - 1 article in both Spanish and English.

## **Second-Week Activities for Each Month**

### **Social Media Management:**

- Platforms: Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.
- Activities include managing posts, interactions, and engagement on these platforms.

### **Testimony Experience of The Polkadot Charity Week:**

- Tasks: Recording, editing, and publishing.
- Outputs:
  - 6 shorts shared across all Polkadot Charity Foundation social media accounts: Website, Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.

### **Polkadot Charity Foundation Documentary Film:**

- Scheduled for release in October.

### **Polkadot Charity Week Videos:**

- Locations: Madrid, Barcelona, and Málaga.
- Scheduled for release in October.

### **Life Changing Makeover Series:**

- Activities: Planning, recording, and editing.
- Scheduled for release in October.

### **Visual Content:**

- Tasks: Photography, editing, and publishing.
- Outputs:
  - 6 photos shared across all social media accounts.

### **Feedback Collection:**

- Method: Face-to-face interviews.
- Scheduled for October.

### **Polkadot Charity Foundation Website Blog:**

- Publications:
  - 1 article in both Spanish and English.

### **Third-Week Activities for Each Month**

#### **Social Media Management:**

- Platforms: Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.
- Activities include managing posts, interactions, and engagement on these platforms.

#### **Testimony Experience:**

- Tasks: Recording, editing, and publishing.
- Outputs:
  - 6 shorts shared across all Polkadot Charity Foundation social media accounts: Website, Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.

#### **Publication of the Life Changing Makeover Series:**

- Scheduled for release in this week (3rd week of October).

### **Polkadot Charity Foundation Website Blog:**

- Publications:
  - 1 article in both Spanish and English.

#### **Feedback Analysis:**

- Tasks: Analyzing feedback collected through face-to-face interviews (October).

#### **Attendance and Participation Metrics Evaluation:**

- Evaluating metrics related to attendance and participation in events (October).
- Collecting and publishing results from satisfaction surveys distributed to attendees (October).

**Sponsored Articles:**

- Scheduled for publication in October:
  - Financial Times
  - Eldiario
  - Diario Bitcoin
  - Cryptonews

**Fourth-Week Activities for Each Month****Social Media Management:**

- Platforms: Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.
- Activities include managing posts, interactions, and engagement on these platforms.

**Audiovisual Testimony of Volunteers and People Served:**

- Tasks: Recording, editing, and publishing.
- Outputs:
  - 6 shorts shared across all Polkadot Charity Foundation social media accounts: Website, Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.

**Publication of the Life Changing Makeover Serie:**

- Continued release of the series.

**Visual Content:**

- Tasks: Creation, editing, and publishing.
- Outputs:
  - 6 photos shared across all social media accounts: Twitter, YouTube, TikTok, Telegram, LinkedIn, and GrillApp.

**Polkadot Charity Foundation Website Blog:**

- Publications:
  - 1 article in both Spanish and English.

**Implementation of data/feedback collected on Polkadot Charity Foundation marketing strategy**

- Collect and analyze data and feedback on the current marketing strategy of the Polkadot Charity Foundation.
- Identify areas for improvement based on the feedback received.
- Develop and execute an action plan to implement the suggested changes.
- Monitor and assess the impact of the implemented changes to ensure effectiveness.

**Performance analysis of sponsored articles**

- Gather performance metrics for sponsored articles published in October.
- Analyze the effectiveness of these articles in terms of reach, engagement, and conversion rates.
- Prepare a comprehensive report detailing the findings and recommendations for future sponsored content.

**Life changing makeover\***

|                                                             |                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1) Madrid</b><br><b>2) Barcelona</b><br><b>3) Málaga</b> | Besides, in each city, we will choose one individual for a complete makeover, providing them with new clothing, a haircut, and other essential personal care services. We will document the entire process to showcase the journey and the impact of their transformation. |
|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## 7. Global Media

### Financial Times

The Financial Times is a premier global source, renowned for its comprehensive coverage and expert analysis. It is a leading authority on business, finance, politics, and life & arts news and commentary. Every month, the Financial Times reaches over 23,000,000 of the world's wealthiest and most influential people. These include senior business decision makers, influential policymakers, and high net-worth individuals, who rely on the FT for information they can trust. The Financial Times also has over 7,500,000 followers on Twitter.

- Website: <https://www.ft.com/>
- Twitter: <https://x.com/FinancialTimes>



## El Diario

Eldiario.es is a highly engaged and influential newspaper in Spain. As a leading news platform, it attracts 5,000,000 unique visitors each month, ensuring broad visibility for sponsorships ([European Press Prize](#)). ElDiario's digital presence and advanced targeting capabilities allow for precise audience segmentation, maximizing campaign effectiveness. Partnering with eldiario.es aligns Polkadot's brand with values of integrity and social responsibility, enhancing Polkadot's reputation in the Spanish market.

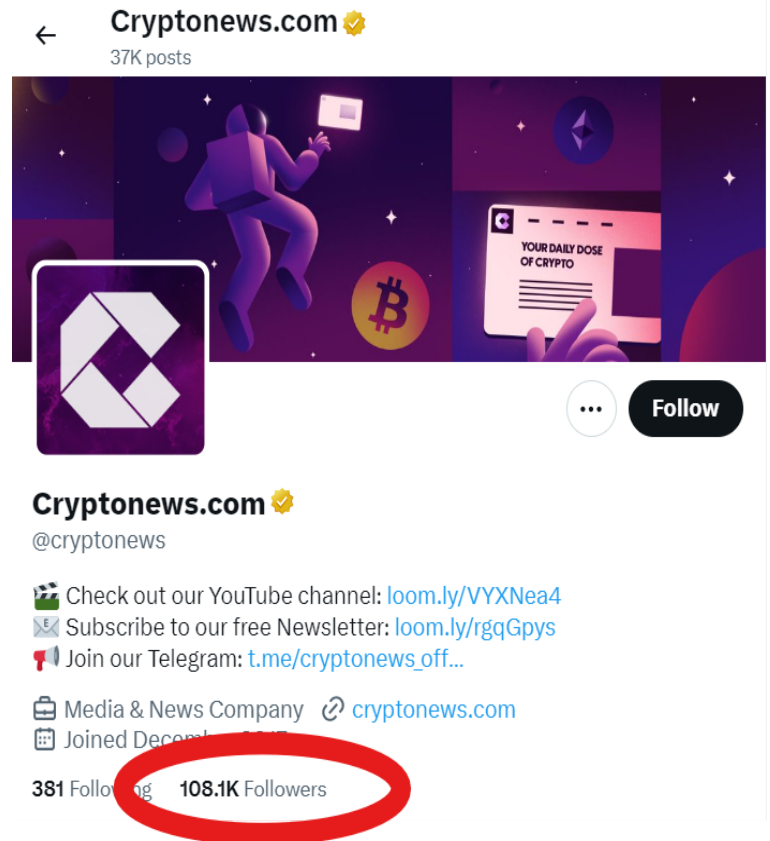


- Website: <https://www.eldiario.es/>
- Twitter: <https://x.com/eldiario>

## Cryptonews.com

Cryptonews.com places Polkadot at the pinnacle of one of the most esteemed and impactful crypto news platforms in the industry. Celebrated for its extensive coverage and prompt updates, Cryptonews.com attracts about 3,000,000 unique visitors each month, 100,000 followers on Twitter and over 11,000 members on Telegram, making it a prime hub for cryptocurrency enthusiasts and investors. Cryptonews.com amplifies Polkadot's visibility and also aligns it with the key influencers and pioneers shaping the future of the crypto world.

- **Website:** <https://cryptonews.com/>
- **Twitter:** <https://x.com/cryptonews>
- **Telegram:** [https://t.me/cryptonews\\_official](https://t.me/cryptonews_official)



## DiarioBitcoin

DiarioBitcoin.com unlocks a powerful connection with an ever-growing audience passionate about cryptocurrency. With a reach of approximately 100,000 unique visitors monthly on their website and 200,000 followers on Twitter, DiarioBitcoin.com attracts tech-savvy and investment-focused readers. The platform's sophisticated targeting capabilities ensure campaigns hit the mark, maximizing their impact.



- Website: <https://www.diariobitcoin.com/>
- Twitter: <https://x.com/DiarioBitcoin>

| Global Media Coverage | Audience                                                                                                                                                |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Financial Times       | Website: <b>23,000,000</b> visitors/month<br>Twitter: <b>+7,500,000</b> followers                                                                       |
| Eldiario              | Website: <b>5,000,000</b> visitors/month                                                                                                                |
| Diario Bitcoin        | Website: <b>100,000</b> visitors/month<br>Twitter: <b>+198,000</b> followers<br>Facebook: <b>+63,000</b> followers<br>Telegram: <b>+4,500</b> followers |
| CryptoNews            | Website: <b>3,000,000</b> visitors/month<br>Twitter: <b>+223,000</b> followers<br>Telegram: <b>+11,000</b> followers                                    |
| <b>TOTAL</b>          | <b>+39,099,500</b> Potential New Adopters                                                                                                               |

## **8. KPI - Social Media Engagement Metrics :**

In order to measure the success of our proposal, we have identified key performance indicators (KPIs). These metrics will help us track the progress, evaluate effectiveness, and ensure we meet our objectives:

### **8.1) Polkadot Charity Foundation metrics (Website and social media accounts):**

- Number of shares.
- Likes.
- Comments.
- Followers.
- Views.
- Traffic.
- And overall reach on Twitter, Youtube, GrillApp, Tik Tok, Telegram, LinkedIn and Polkadot Charity Foundation Website Blog.

### **8.2) Collaborators of the inaugural initiative metrics: Soup kitchens**

- Audiovisual testimonies from staff and volunteers to capture personal experiences and insights.
- In-person surveys to gather feedback on the quality and impact of the services provided.

### **8.3) Families benefited of the inaugural initiative:**

- Face-to-face surveys to assess the impact on family well-being, including changes in nutrition, health, and overall satisfaction with the initiative.
- Audiovisual testimonies from beneficiaries to provide qualitative insights into how the initiative has affected their lives.

#### 8.4) New partnerships and alliances report.

- Number of new partners: Quantify the total number of new organizations, companies, or individuals that have partnered with Polkadot Charity Foundation.
- Types of partnerships: Describe the different types of partnerships formed, such as sponsorships, collaborative projects, or in-kind donations.
- Strategic benefits: Outline the strategic advantages gained from these new partnerships, such as increased resources or expanded reach.
- Future initiatives: Mention any future initiatives or projects planned in collaboration with these new partners.

### 9. Polkadot Charity Foundation Code of Conduct

#### Guidelines:

1. **Respect and Dignity:** All individuals involved in the foundation, including volunteers, staff, and beneficiaries, will be treated with respect and dignity at all times.
2. **Integrity and Honesty:** All actions and decisions will be conducted with integrity and honesty. Transparency in our operations and communications is paramount.
3. **Inclusivity and Diversity:** We are committed to fostering an inclusive environment that values diversity. Discrimination of any kind will not be tolerated.
4. **Collaboration and Teamwork:** Encouraging collaboration and teamwork, valuing the contributions and perspectives of all team members and collaborators.
5. **Transparency:** We commit to maintaining the highest levels of transparency in all our operations, ensuring that our decisions and charitable activities are open and accessible to all community members.

**Prohibited Actions:**

1. **Discrimination:** Any form of discrimination based on race, gender, age, religion, disability, or any other characteristic is strictly prohibited.
2. **Harassment:** Harassment, including bullying or other forms of intimidation and hostility, is not tolerated.
3. **Dishonesty:** Any form of dishonesty, including fraud, theft, or misrepresentation, is strictly forbidden.
4. **Conflict of Interest:** Engaging in activities that create a conflict of interest, or appear to create a conflict of interest, with the mission and values of the foundation.
5. **Violence:** Any form of violence or threat of violence is prohibited.

**10. Conclusion**

Establishing a charitable foundation and organizing these significant charitable activities will provide substantial benefits to Polkadot. The combination of direct community impact, extensive media & social coverage, and engaging online media content will amplify the positive outcomes of this initiative. By strategically aligning philanthropic efforts with the Polkadot's goals, Polkadot Charity Foundation can achieve enhanced global visibility, stronger community, loyalty and a distinguished position in the market as a socially responsible leader.

**11. Why rewards in DOT?**

We reaffirm our dedication to the Polkadot ecosystem by actively supporting and enhancing its growth and sustainability. This process is carried out with a strong emphasis on transparency and decentralization, ensuring that all activities are open, fair, and inclusive for all participants. Through these actions, we aim to contribute to a robust and thriving Polkadot environment.

Conversion made on August 12, 2024, with DOT at a price of 4.55 USD.

| Description                                                                                                          | AMOUNT    |
|----------------------------------------------------------------------------------------------------------------------|-----------|
| Global Media Coverage                                                                                                | 11575 DOT |
| Content Creation & Management (3 team members, 13 weeks)                                                             | 4275 DOT  |
| Digital Services (Website, Design, Audiovisual content)                                                              | 360 DOT   |
| Company registration / Tax and Legal consultancy                                                                     | 5375 DOT  |
| Team Travel Costs (Per Diem, Accommodation and Transportation)<br>3 team members* - Alan, Marcos and Camera Operator | 895 DOT   |
| Food Contribution (Donation)                                                                                         | 3583 DOT  |
| Polkadot Merchandising Donation                                                                                      | 4660 DOT  |
| Management Fees 10%*                                                                                                 | 3132 DOT  |
| Contingency Fee 7%*                                                                                                  | 2411 DOT  |
| TOTAL                                                                                                                | 37604 DOT |

Mandatory fees include a 2% exchange fee.