

COUNTERPOINTS

Written by Brendan Donovan, Ally Norton, and HYP (Full member)

Intro/Summary

For context, the principal author of these counterpoints joined FWB as a Local Tier member in NYC not long after it became available to do so. I have since attended and performed at IRL events, got friends to buy \$FWB, attended FWB Fest, and now full membership is within reach. I'm an example of why the 2 Tier system is successful, and I'm not the only one. This proposal ignores and erases our experience, but worse than that: It closes the door to future members who would not otherwise join FWB if this proposal were to pass.

This was written in collaboration with Ally Norton and HYP. HYP is an active full member in FWB.

Main Points:

- This proposal ***creates more problems than it solves***, without providing any sufficient framework or solutions for how to deal with them.
- Having no affordable entry point and static pricing across all localities will seriously **hinder the growth of FWB** and further silo membership.
- This proposal presents **no data** to indicate it will have a positive impact on FWB, nor any data that might indicate the negative impact.
- There are simple and **precise solutions** that can consolidate membership and address the underlying concerns while **maintaining the useful elements** of the current system instead of arbitrarily ending it.

For these reasons, the proposal ought to be rejected. We hope you'll vote "no" and consider voting instead for better solutions (introduced below) to be included in forthcoming proposals.

Counterpoints

- No affordable entry point into the community.
 - All premiere members clubs offer one, like Soho House's ½ price model for members under 27 years old.
- Less diversity in terms of race, nationality, language, socio-economic backgrounds, and intersectionality across these
- Prospective members have no exposure to the digital experience on Discord nor the FWB app— a major value prop of full membership
- FWB is a leading Web 3 Community. Web 3 is supposed to support access and decentralization, but this proposal does the exact opposite. It restricts access and would consolidate membership into fewer locales— only affluent ones that are more homogeneous in nature.
- Prevents international expansion of FWB

- Some say this is a move to become more “borderless,” but in reality it will only push people outside of the US/major cities out by making it harder to organize, attend, and communicate around events.
- International City Tier members who can't afford 75 FWB or don't have enough IRL events to justify membership are disproportionately targeted and will all be forced out of FWB. Bad for diversity, optics, and growth of FWB abroad.
- Discord access facilitates more involvement and contributions by prospective members, and more interactions with full members.
- Bad for brand image/reputation/PR: *“FWB is kicking out 1200 members for not paying more...”*
- Hinders community building initiatives in all cities outside major hubs:
 - No central/moderated digital space for 5FWB holders to meet, interact, coordinate, etc.
 - No convenient way for 5FWB holders to learn about local events and feel inspired to attend. Twitter and website events list are not realistic vehicles to drive material attendance for IRL events.
 - Localized FWB sub-discords for 5FWB holders will either be A. lame and dissuade potential members from joining, or B. Amazing, which reduces the motivation to become full members.
 - Local/spinoff sub-discords or group chats may lack moderation, threatening reputation.
 - Isolating regional community building initiatives fragments overall unity of the community.
- Less activity in Discord
 - Fewer events, activities, knowledge, classifieds, connections shared in city channels
- Fewer potential contributors to IRL events, Digital events, and everything else.

ROOT PROBLEMS AND BETTER SOLUTIONS

Lack of Unity

This is considered the biggest flaw/failure of the current 2 Tier system. But instead of canning it and facing a multitude of repercussions^, why don't we create a **new system** that preserves what works and fixes what doesn't. The alternative solutions below present a new system that **fosters both Unity AND Growth** of FWB, instead of sacrificing one for the other.

In *our* system, there are also no Tiers, only **Members** and a **Trial Membership** for **Prospective Members** (PMs).

(there's probably a better name for PMs, but just roll with it for now)

Exclusivity vs Accessibility

Let's be honest: A very real and valid sentiment motivating many supporters of this proposal is that the Local Tier is underpriced and makes FWB (Discord) less exclusive - We agree!

However, offering NO discounted entry point makes FWB inaccessible and hides both the Discord and the forthcoming app (major benefits) from potential members.

→ **Alternative Solutions :)**

Increase Prospective Member Token Requirement

A better solution would be to simply raise the PM token requirement to ~30FWB, which is comparable in dollar terms to the cost for early Local Tier members. This balance of exclusivity and accessibility was acceptable to the community then— How about now?

Make Prospective Membership Temporary

With ~30FWB, Prospective Members should only get temporary (perhaps 3-6 months) of membership-level access to Discord and virtual events (or at least limited access). This gives PMs the time and ability to get a real sense of this community and stack tokens before they must decide whether to stay or go. This amount of time is around what many Local Tier members have had, **many of whom have since become full members.**

→ Together, these suggestions alone make for a much more elegant and precise method of increasing exclusivity and QC than this proposal while maintaining a powerful mechanism for growth beyond cities that already have IRL events. We should shape this community carefully with a chisel, not a sledgehammer.

Other Improvements to the Prospective Member System

Facilitate Upgrade to Membership

There should be more and more simple/cheap bounties posted by team and members for PMs to encourage participation, support the team, and provide a path to membership for those who are willing to work for it. Building together builds unity.

Personal Onboarding for New & Prospective Members (for Tokens)

Based on Census results, there is overwhelming demand for a better onboarding experience for new members. Feeling a sense of community should start on day 1. Pairing each new member/PM directly with a seasoned FWB member who welcomes them, answers questions, invites them to IRL/digital events, and introduces them to the Discord, etc, makes for a smoother, more welcoming experience and **prevents PMs from ever posting in the wrong channel.** FWB members could earn some tokens for their efforts.

This all builds a more meaningful membership experience and a more personal and authentic sense of community. It would refine discord activity, and offering token rewards will get more members to participate (vs. the small handful of folks who handle onboarding now).

Collateral Damage:

This proposal would at best hinder and at worst cripple the growth of FWB outside of major hubs. While surely unintentional oversights, the collateral damage to our community building initiatives and especially our international expansion is unacceptable.

Undermines New City Initiatives

This proposal **hinders community building outside Major Hubs** without offering any solutions. Onboarding is already not organized nor easy for new members. Without Discord access, anyone outside of major hubs who's interested but unsure about joining will not get an intro to the primary features/attractions of FWB for them (the digital community). Even with 5 \$FWB, they will have no one to reach out to before their first IRL event. They will have no easy way to communicate with the FWB team, community managers, nor members. City Leads & event organizers will lose the ability to communicate with 5 \$FWB Holders as a group in the Discord city channel.

Many of the 1200 City Tier Members will not be able/willing to become full members given the current lack of support for IRL events in their cities. We've heard directly from a City Tier member that this proposal is already having a chilling effect within their regional FWB channel and offline. We expect this proposal will cause some regional FWB communities to disband. If our recent City Keys initiative is a step forward, this proposal is three steps back, and offers no solutions to these issues.

Abandons FWB Internationals

In the recent FWB Census, there were many requests from international members for more IRL and online events for their regions / time zones. This proposal is a slap in their faces and prevents our international expansion. People in many parts of the world cannot afford full membership and this proposal disproportionately affects them. Many will feel abandoned by this community and sell, damaging our reputation, crushing any potential for building an FWB community in those regions, and further isolating FWB from regions outside the US (with only a few exceptions).

This will be a fairly devastating blow to the future growth / expansion of FWB in other countries and it's an astonishing oversight not even mentioned in this proposal. We should all want the ability to meet up with FWB members in Singapore, Lisbon, Buenos Aires, or any major international city someday. With no PM / Tier2 path to membership (or, better yet, prorated membership pricing by country/ region), this will likely never happen.

- Potential Solution: Pro-rated Token Requirements Based on Country / Region

This could be done outside the United States and Great Britain using any number of indices/metrics used for global currency comparisons. [Regional pricing has been shown to increase growth, per this example.](#)