

Newsletter Q4 Annual Payment + Weekly Newsletter

Author: ryand2d

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Abstract

This proposal outlines a critical investment required for Q4: the annual payment of \$2,300 to retain ConvertKit, our email marketing platform, for another 12 months (annual payment plan). ConvertKit serves as the backbone of our email communication strategy, allowing us to maintain engagement with our ~12,400 subscribers. With a ~40% open rate and ~1-5% click-through rate, the MoonDAO Email List is indispensable for keeping our community informed of the latest campaigns and initiatives. Failure to make this payment would result in cancellation of the service and the loss of access to our email list which is a powerful communications platform which serves as a regular news source for MoonDAO. This proposal will also reactivate weekly Mooney Monday emails through Q4 with no associated MVP, just retroactive rewards.

Problem Statement

The MoonDAO Email List has evolved into a cornerstone of our communication strategy. It not only connects us with a substantial subscriber base but also serves as an official news source, updating our community on MoonDAO's latest developments and activities. Without the annual payment of \$2,300 for ConvertKit, we risk losing this invaluable communication channel, which could severely impact our outreach and community engagement efforts.

Solution

In Q4, the primary focus is securing the annual payment of \$2,300 for ConvertKit, a critical lifeline to sustain our email communication which has directly resulted in sales for things like LifeShip. The quarterly project itself also ensures the continued delivery of the weekly Mooney Monday emails, ensuring regular updates reach our subscribers. This work will be done as a no-MVP project, eligible for retroactive rewards at the end of the quarter.

These emails will contain essential information, recent news, project developments, and upcoming events, fostering a sense of community and involvement. Another goal during Q4 is laying the foundation for future monetization of our newsletter, a prospect that

has finally become more feasible with MoonDAO's newly secured legal entity status under MIDA0 in the Marshall Islands.

Benefits

- Regular Communication: Securing the annual payment for ConvertKit ensures uninterrupted communication with our 12,400 subscribers. This not only bolsters engagement but also serves as an official news source for MoonDAO.
- Community Building: The weekly Mooney Monday emails play a pivotal role in community building by providing subscribers with consistent, valuable content, and will likely play a major role in promoting the second astronaut giveaway as well.
- Monetization Readiness: By maintaining a regular newsletter, we are poised to explore a variety of monetization opportunities, leveraging MoonDAO's legal entity status under MIDA0 in the Marshall Islands.

Risks

- Failure to Pass: The biggest risk is the proposal failing, forcing the cancellation of the newsletter and losing access to the subscriber base that we've built over the past year.

Objectives and Key Results:

Objective #1: Weekly Mooney Monday Emails

Key Results for Objective #1:

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

Member(s) responsible for OKR and their role:

- ryand2d, lead

Objective #2: Monetization via SparkLoop

Key Results for Objective #2:

- Start implementing monetization for referring subscribers to other email lists.

Member(s) responsible for OKR and their role:

- ryand2d, lead
- pmoncada, MIDA0 entity and Stripe
- Mitchie, updating sign up form on MoonDAO website

Team Table (Table A)

Team Rocketeer	<i>ryand2d</i>
Initial Team	<i>Ryand2d, pmoncada, mitchie</i>
Delegate	<i>pmoncada</i>
Multi Language Representative (optional)	<i>N/A</i>
Multisig signers	<i>Pmoncada Ryand2d Luffy54 Ballack Mitchie</i>
Revenue Split Agreement Address	<i>N/A</i>

Team Member:

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 launched the MoonDAO email list and built it up to 12,300+ subscribers.*

Estimated Project Timeline (Table B)

Date	Description
Oct 1	Project starts
Nov 2	Renewal of ConvertKit service with reimbursement to ryand2d upon payment.
Dec 31	Project wrap and final report

Deadline for the project: End of Q4.

Budget Justifications (Table C)

Description	Monthly	Amount Total	Justification
ConvertKit Annual Fee	Equal to 191.66	2,300	See screenshot below
Total		\$2,300	

ConvertKit annual billing is due on Nov. 2nd for \$2,282.28 which will hit my personal credit card, asking for that amount rounded up to cover that plus transaction fees for a total of \$2,300.

Billing History

Your next payment will be on **Nov. 02, 2023** for **\$2,282.28**

<input type="checkbox"/> Date	Amount	Description	Status	Actions
<input type="checkbox"/> Nov. 14, 2022	\$406.34	Unused time on Conve... and 1 more	Successful	
<input type="checkbox"/> Nov. 10, 2022	\$273.96	Unused time on Conve... and 1 more	Successful	
<input type="checkbox"/> Nov. 07, 2022	\$275.97	Unused time on Conve... and 1 more	Successful	
<input type="checkbox"/> Nov. 07, 2022	\$812.69	Unused time on Conve... and 3 more	Successful	
<input type="checkbox"/> Nov. 07, 2022	\$212.69			

Transactions to be Executed (Table D)

Transaction Type	Amount	Token Type	Receiving Address
Send	2,300 DAI or ETH equivalent	ETH or DAI	eth:0x2a8DC4e7892045b6729ae27C1a8e56eb3928eEBc

Revenue Distribution Agreement

- N/A
- Standard MoonDAO Agreement.

- Terms here:
- Different Agreement
 - Link to on-chain agreement:
 - Link to off-chain agreement:

In-Depth Approval Senate Signature

This is only required if your project requires up-front funding from MoonDAO or it is going to crowd-raise with support from MoonDAO.

Senate Member Signature #1 Ballack

Senate Member Signature #2 phil

Senate Member Signature #3 Manu