

Community Marketing Fund (CMF)

May 2024

Greetings, fellow Kaspians!

Since the beginning (June, 2022) when we created the brand, the website and socials, we've produced well over 1000 post designs for our social media channels, created or produced 60+ videos for YouTube, and developed countless designs for community members, merchants and Ambassadors. We've successfully onboarded more than 60 [merchants](#) worldwide and 31 regional Ambassadors. We established a new Global Ambassador team to help move that forward. On top of that, more [Kaspa Pitch Decks](#) are translated into 10 languages for teaching at meetups and other educational events. We supplied a new pitch deck for Shai's amazing presentation at the Web3 Festival in Hong Kong. As well as an assortment of new merch and Merchant resources - [Ambassador and merchant resources](#).

With the support of our small but mighty Marketing Team (or, as our channel name states, "People with medium-sized brains"), we've helped integrate numerous new apps, exchanges, pools, and other strategic affiliations.

Since the beginning of the last funding pool Nov 2023 we've seen significant growth in all channels. One of the biggest tools we created in this phase was the [Battle Cards!](#) Now in 18 different languages, it is used around the globe to teach people about Kaspa!

Other notable achievements these past 6 months include

- Launched [Rock the Kaspa](#) monthly news show - which highlights much of our activities over the past 2-3 months
- Design and resource support for Meetups and large conferences in France, India, Nigeria, Israel, Ghana, Australia, Hong Kong, Poland and more!
- Saw X reach 200,000 followers
- [KASBots](#) campaign
- Media Kits and new Ambassador resources
- Although a separate project all our efforts contributed to the formation of the Kaspa Ecosystem Foundation, (KEF) inspired by a growing, well-branded project.

We are now well on our way into the events phase and have seen Kaspa represented in France, Hong Kong (2x), Dubai and soon; Warsaw, Austin Texas, NYC, Vienna and Sydney. Each of these events the Rhubarbarains spend countless hours helping to plan, design and create all materials needed for outreach. Each location sees local ambassadors raised and equipped to represent the cause!

The ASK:

The initial CMF was to be for 3 months. Due to the increasing value and our decision to alter the terms and take the equivalent of funding in USD, rather than the \$KAS equivalent, we've been

able to stretch the funds to 6-7 months!! This includes organising and supporting key events with merch, creative design, and marketing tools.

Now, we hope to replenish the CMF to continue our marketing momentum into 2024 to increase marketing efforts and onboard more ambassadors and merchants. Please revisit our original proposal here: <https://kaspataalk.org/viewtopic.php?t=28>

Our focus for Spring and Summer 2024 is on more Outreach via meetups and large events around the globe. We aim to provide Ambassadors with the necessary resources to form their own teams. Still, additional funds will be necessary for Ambassador Launches and to support participation in major 2024 events as well as weekly design needs for print, social media, video production, etc.

Budget Breakdown:

- **Funds Requested:** We're asking for 30,652 KAS/month (KAS price now is .1305) (equivalent to \$4000 USD/month) for the next **3-6 months**. After this period, we'll revisit for a new budget review. Should the value of Kaspa increase, we pledge only to spend the USD equivalent (For Rhubarb's ask), thus extending the funds over more months. As mentioned, the last budget lasted 6+ months.
- **Budget Allocation:** 50% of the funds will be dedicated to our content creation, communications, Ambassador/Merchant support, Project management and resource creation. The remaining 50% will cover Ambassador launches, Merchant support, merch for events as requested and other associated costs, as needed. None of these funds will be used for paid advertising. The budget will be directed toward the daily efforts of Kaspa's organic growth.

Total Budget: We're looking at a total of 91,956 KAS. If the Kaspa value goes up, we will spread the budget out over more months as we've done.

Donations: If you wish to see this work continue, please send your contributions to the new wallet (to allow for campaign fundraising visualiser) address:
kaspa:qr4s0zf3rxj0uzzzpjr44z7gly0xv3p8qtjfkre36yq79x05xyvzlmmsjtne

Thank you for your unwavering support and your dedication to Kaspa's adoption!