Welcome to the NEAR Community Marketing DAO. Below you will find guidelines for working with the Marketing DAO to receive funding and support for your project’s growth within the NEAR ecosystem.

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INTRODUCTION

What is the Marketing DAO and what does it do?

The Marketing DAO allocates funding to NEAR ecosystem marketing initiatives seeking grants under $10K USD. The Marketing DAO is made up of globally distributed marketing professionals, creatives and NEAR enthusiasts.

The Marketing DAO began during the summer of 2021 to empower active members of the NEAR Community to use marketing activities to further the overall growth and expansion of the NEAR ecosystem.

The origins of the Marketing DAO date back to the original Sputnik DAO. We were among the first to migrate to AstroDAO when it launched and to this day are amongst the most active DAOs.

The Marketing DAO has, over the course of its time in operation, incrementally assumed responsibility for:
● Monitoring the Forum for proposals and Community comments related to the Marketing DAO
● Reviewing proposals from Community members (guilds, DAOs, entrepreneurs, creatives and service providers) in depth to understand and evaluate their strength and value to the NEAR Community and its overall growth
● Asking questions and giving feedback with the goal and intention of allocating funds to active members of the Community aiming to deploy high-quality marketing activities to grow and expand the NEAR ecosystem
● Providing clear explanations for decisions
● Offering additional advice, support and strategic feedback via the Forum, individual meetings and other direct communications as needed to support Community members in the success of their proposals
● Tracking the review process and council decisions regarding proposals with transparency

In addition to the above activities, we regularly request and review reports detailing metrics and analytics, as well as other supporting documentation (receipts, cost estimates, etc.) to ensure responsible allocation of Community funds.

TLDR: HELPFUL LINKS & RESOURCES

● Fill out Marketing DAO form https://tally.so/r/wgbAWK
● Video: How to complete the Marketing DAO Application Form
● NEAR Governance Forum
● MarketingDAO on NEAR Governance Forum
● How to Submit a Proposal to the Marketing DAO
● Marketing DAO Tracking Spreadsheet
● For general NEAR Community guidelines, including information on payment, please visit the Community Guidelines posted here.
● NEAR Community payment guidelines
● Marketing DAO on Astro – post your approved poll here
THE PATH TO FUNDING

Proposal evaluation process and timeline:

1. Proposers submit their proposals by creating a new post on the NEAR Governance Forum, tagging the Marketing DAO and filling out the Marketing DAO application form: https://tally.so/r/wgbAWK Here are video instructions for filling out the form.

2. The council of the Marketing DAO will access your proposal post on the forum and application submitted via the form, relying on the details shared in your forum post.

3. Marketing DAO council members give feedback and ask questions. Ultimately, each council member aims to make a decision confirming support or rejection of the proposal in public on the Forum or in the marketing DAO Excel spreadsheet within 10 calendar days of the proposal’s creation. This process can be delayed if additional information is requested by a council member.

4. A proposal is approved [Approved] if it receives three or more positive feedback from the Marketing DAO council members within ten calendar days of the proposal’s creation.

Proposals that fail to receive support from the majority of the council will be rejected [Rejected].

The minimum required to pass or reject a proposal may change over time as the size of the Marketing DAO Council expands or contracts, but it should always be equal to 51% of the votes.
5. If your proposal is rejected, we encourage you to revise the proposal and try again after a minimum of 30 days.

6. The Marketing DAO council can close [Closed] a proposal if the applicant requests it to be closed, or it violates Community guidelines https://wiki.near.org/governance/near-forum/near-forum-guidelines, or has received no response from the applicant to council member requests for additional information after 10 calendar days.

7. If a proposal is approved, the title of the post on the Forum will be updated to [Approved]. You are now able to take steps to receive funding from the NEAR Foundation Community fund. Please follow the instructions that follow later in the guide.
PROPOSAL GUIDELINES AND RECOMMENDATIONS

Before submitting your proposal to the Marketing DAO via the Forum, please read these guidelines and recommendations.

https://gov.near.org/t/guide-how-to-submit-a-funding-proposal-to-the-marketing-dao/4603

To apply:

Fill out a Marketing DAO funding application

Recommendations:

Propose specific, realistic KPIs that are aligned with current NEAR Foundation objectives and key results (OKRs). Initiatives that demonstrate a clear path to the NEAR Foundation OKRs below are much more likely to receive funding.

The Marketing DAO selects projects we believe will:

- **Contribute positively to a thriving ecosystem of high quality projects**
  - Increase total projects on NEAR (defined as projects on AwesomeNEAR)
  - Increase Active Apps on NEAR (applications with live contracts, sourced from Github, curated by Datrics)
  - Increase Weekly Active DAOs on NEAR (where DAO wallet interacted with 1+ additional wallet, e.g. contribution, vote)
  - Increase X Weekly Active Wallets within the entire ecosystem (defined as 1+ on chain transaction)

- **Act as a go to entry point for Web3 talent**
  - Increase Active Developers building on NEAR (active defined as 1+ smart contract deployment or function call)
  - Increase Members within ecosystem Discords (includes NEAR, NEAR Meet, and Open Web Sandbox)
  - Capture and report metrics for accountability for funding deployed

Submit proposals with ample lead time and be aware of general timelines for evaluating proposals and payout. Request funding at least 5 weeks before you will require the funds.

Plan your proposals and funding requests far enough in advance to accommodate the MarketingDAO's standard timelines:
Initial review (10 days)
  - The MarketingDAO council aims to review, approve or reject proposals within 10 days of their first posting, but this timeline can extend when there are additional questions and information requests involved with evaluating proposals.

Astro voting period (7 days)
  - After approval on the Forum, the proposer must create a poll on the MarketingDAO Astro requesting the funds (see additional instructions for this process later in the guide). While the MarketingDAO aims to approve or reject these polls on a rolling basis, they may be live for up to 7 days.

Payout (7-10 days)
  - After approval on Astro, the proposer will then need to submit KYC details and request payment using the instructions outlined later in the guide. This process often takes 7-10 days and can be affected by holidays, NEAR Foundation events and internal processes outside the Marketing DAO’s control.
Frequently Asked Questions (FAQs)

Why/When are some proposals put on hold?
- When there is lack of response from proposer to questions asked on the forum
- When the council is asked to by the NEAR Foundation pending extenuating circumstances
- When a proposal is likely a better candidate for another funding channel

How does the funding process change and evolve for on-going projects?
- On-going projects may be eligible to request funding for a number of months at a time

Does MarketingDAO fund projects related to children?
- No. Please read the NEAR Foundation topic Funding Restrictions on Working with Children.

Why do we ask for links to all currently funded proposals?
- We are aiming to understand all funding from the NEAR Community allocated to individual projects and their team members

Why do we ask you to disclose your team?
- We ask this for more than one reason. First, we aim to understand the people involved in each project so we can assess qualifications for project execution, as well as transparency around funding sources for projects and their team members.

What should proposers do with unused funds after project completion?
- We request that proposers with unused funds remaining after project completion disclose the remaining amount in their report and their intentions for future use of the funds.

What violates community forum guidelines (i.e. recently deleted post)?
- Hate speech, threats, unconstructive users and council attacks and trolling are the most common reasons for a post to be deleted by moderators.

GENERAL PAYMENT GUIDELINES

The MarketingDAO aims to fund proposals up to $10K. Both the Marketing DAO and the NEAR Foundation highly encourage proposals requesting USD $20K or more to apply to the NEAR Foundation for a grant and/or additional funding sources in the ecosystem.

Approved proposals may be paid out to the recipient in $NEAR and (as of 4/5/22) – for projects under $5K – the following stablecoins: nDAI, nUSDC, nUSDO, and nUSDT. Please specify the currency you wish to be paid in on both your Forum proposal AND your approved Astro poll.

Currency fluctuations

The price of $NEAR fluctuates. The currency you choose is just that – your choice. If fluctuations in $NEAR will affect the outcome of your project, be aware that we do not offer additional “top up” funds to cover deficits brought on by currency fluctuations after pay out. If you anticipate this being an issue for you, request your funding in stablecoins. You must indicate this on your Astro poll. You do not need to show $NEAR/USD token conversion rates on your Astro poll request for payment.

KYC requirements

First-time payees must pass the KYC (Know Your Customer) process outlined before payment. This process can take up to two weeks. We recommend new proposers start the KYC process as soon as possible after funding is approved.
PAYOUT INSTRUCTIONS FOR APPROVED PROPOSALS

1. Go to the Marketing Astro DAO page
   https://app.astrodao.com/dao/marketing.sputnik-dao.near and click on green "+
   "Create Proposal"

2. Choose proposal type "Propose a poll", then include:
   ● Proposal name: this is the project/guild/member name
   ● Brief description of the project. It is helpful to copy/paste the same name used on the
     official Forum proposal post
   ● Amount in $USD. If you would like your funding issued in either NEAR or, for funding
     under $5K, a stablecoin (nDAI, nUSDC, nUSDO, and nUSDT), you must specify the
     currency request on your Astro poll.
   ● Target wallet
   ● Link to the proposal on the Forum
   ● To finalize, click on “Propose” button
Please input the correct information (target wallet, amount, link on proposal). Otherwise, your poll can be rejected. If the funding amount requested on Astro does not match the funding request on the Forum, your poll will be rejected.

3. Copy the link

4. Then come back to https://gov.near.org/ find your original proposal and paste the link.

5. When your proposal is passed on Astro DAO, it will receive an “[Approved]” Status
7. After that, approach NF for your payout proposal, following this guideline:

WHO ARE THE COUNCIL MEMBERS?

The council is currently made up of five members based globally (Australia, Denmark, Italy, USA):

Carl Fitzpatrick - @cryptocredit
Old skool marketing man, with experience in PR, brand development and marketing strategy. Runs a farm brewery in Sardinia, Italy. Started in crypto in 2017. DAO council member since July 2021.

El Mayer - @dacha
Active Near Community member since October 2020, founder of Near and Aurora games community, Community DAO council, and Ecosystem projects grants team member. Marketing DAO council member since December 2021.

Alejandro V. Betancourt - @satojandro
NEAR OG -

Taylor Ryan - @klint

Lorraine Sanders - @so608
Longtime journalist, podcast host & community builder in fashion tech. Web3 enthusiast and advocate for womxn in the space. Currently a fractional CMO for venture capital firms and advisor to emerging tech brands. Joined Marketing DAO as an advisor in January 2022. Added to council in March.