

I realize the “Education & Activation of Community Members” post was closed, so I thought I’d put this forth. This post is intended to share some thoughts for those who are passionate about organizing IRL events and organizing communities toward the goals of expanding DAO awareness, blockchain tech, and more within our local communities.

I had the pleasure of speaking on a panel of prominent Bay Area black community organizers and crypto enthusiasts last night, and discovered a group based in East Oakland, CA called Bay Area Tech Runs. They’re a group that is committed to growing community awareness of crypto and web3 by hosting IRL events... that subtly “layer in” crypto and crypto education. The idea is to bring the community together around what they already vibe with, and slowly ease them into the tech.

For example, an event they hosted recently was a basketball tournament and cookout. That’s it. Massive turnout, mostly crypto newbies. But all the while, there are people and resources there that casually shift the focus toward crypto while they have an audience and the ways in which it intersects with that particular event (Steph Curry’s Bored Ape, for example, opening up conversations around NFTs and web3). No bait-and-switch as it’s mentioned up-front, but crypto education isn’t the draw: the community event itself is.

I know this isn’t exactly a novel concept, but I for one am guilty of trying to organize a “crypto education” event or two and having virtually no one but my mama show up. The idea is to meet the people where they are and gradually introduce them to the tech. It’s a slow process, but this organization seems to have found some degree of success onboarding new folks of color to the space, and that’s a beautiful thing.

No proposal or anything here, just food for thought for those considering ways to include communities and get them more involved in web3 as AIPs are being written along these lines. There are tons of ways to move the needle, and being aware of the various ways some groups are finding success in these endeavors can only help.