A very interesting and necessary idea I first saw brought up by[@0xSword](#) — Ape Ambassadors. Some thoughts on it:

The WHY — When people say that gaming or fashion will be the bridge from web2 to web3, IMO what they mean is that culture

will be the bridge. E.g. A big web3 entity I've seen do culture well is Dapper Labs (Flow blockchain). They maintain a growth trajectory during the bear market because they are creating a culture around the brand, selecting a target audience, and marketing effectively to them.

The HOW — ApeDAO empowers ambassadors — defined as trusted ApeDAO contributors from a particular community — to perform outreach to those communities.

Get the ball rolling with well-recognized communities that are underserved in web3: BIPOC, women, LGBTQ, International. I considered dividing Ambassador roles by professional specialty, but Working Groups have that covered. And there's no reason that an Ambassador couldn't also serve a working group. AIPs can be proposed to create a new Ambassador position.

Ambassadors should be subject to reporting at least a minimal list of KPIs, although there are of course qualitative assessments. But the most important KPIs according to what I've seen around: New wallets, overall DAO participation.

Ambassador responsibilities — The ambassador is responsible for creating ecosystem-level programs between ApeDAO and an audience; activation coordination between the DAO and institutions serving the audience; associative partnerships for such activations; reporting to the DAO the needs of the audience; consolidating the efforts of value-aligned DAO members towards the audience.

Just general thoughts! Feel free to add. This idea is necessary and will be incredibly successful, because it organizes DAO outreach in a way that I haven't seen anywhere else in web3 outside of Flow.