

Abstract

We believe that an ApeCoin newsletter that is developed and distributed by the community would be a beneficial source of information for members of the DAO. The newsletter could be developed on Substack, Ghost, MailChimp or a similar platform. It should be an aggregation of ApeCoin specific ecosystem news, AIPs, conversations, opportunities and content sourced from Discourse, Discord, Twitter and other internet destinations. The newsletter should promote and educate all things related to the ApeCoin DAO.

Motivation

The motivation behind this idea is to help the community develop trusted sources of information from decentralized channels and provide benefits beyond a single information source.

Rationale

We know of multiple ad hoc channels across the internet and it would be great to provide some funding to them so they can expand their reach and dedicate more resources to spreading ApeCoin ecosystem and DAO news.

Specifications

The person / team implementing this AIP would need a platform to collect email addresses and distribute a branded newsletter. Some platforms they could use are Substack, Ghost, MailChimp or something similar.

It would be cool if the chosen team could implement some functionality whereby subscribers would be required to sign a message (WalletConnect, MetaMask) with an address that has at least one ApeCoin in it.

The ApeCoin Foundation will not be approving the content of these newsletters, we believe the community is best positioned to decide what content is best for itself.

Steps to Implement

This AIP will go through the same approval process as all other AIPs. It will start with this post and the 7 day comment period, we will then draft a proposal for the ApeCoin Foundation for further analysis, it will go to the Special Council for review and finally the community will vote on it via SnapShot.

If this AIP is passed, we will start a new thread where teams can nominate themselves to take on this project. Please include a link to any social media or communication channels you currently operate and how big your follower base is. We will select the top 3 nominations using the following criteria:

How many likes your comment has by users that have been on Discourse for longer than 5 days.

The team(s) selected to participate in this AIP will be subject to agreeing to an ApeCoin Grant Agreement.

Timeline

Over the course of one year, every month that you deliver two newsletters (every other week), the ApeCoin Foundation will send you 400 ApeCoin.

Overall Cost

For each team that is selected, the ApeCoin Foundation will send 400 ApeCoin per month. Criteria each month will be two newsletters distributed to their subscribers. The ApeCoin Foundation will validate every month that the team has sent two newsletters.

We suggest capping the time for this idea to one year. At this point, the newsletter may be continued via a new AIP. Hopefully, teams will have built up a large enough audience at the end of one year that they can have a self-sustaining business model.

Proposals submitted to the AIP Ideas category can be vague, incomplete ideas. Topics submitted here are not required to be submitted as a formal AIP Draft Template, however, you may still use the [template](#) if you wish.