We, @Eridian, @Stakesaurus and I, the Lido Community Lifeguards, believe supporting and directing resources to communities will spin up a flywheel where Ethereum and Lido Community Staking initiatives benefit from grassroots community interaction. This is the first step to make that happen.

Preface

Local and independent communities are one of the main pillars of Ethereum and for a good reason. They are the best way for newcomers to start their journey and for professionals to make connections and pass on their knowledge.

We can see this with the community building coming from European events like ETHCC or ETH Berlin, some of the biggest and oldest in the space. Massive coordination between LatAm communities to teach Solidity to more than 300 students in universities across more than ten cities in less than a year. Or the rise of Ethereum communities in Southeast Asia (ETHSG, ETHVIETNAM, ETHBKK), further supported by Devcon being held in Bangkok this year.

Ethereum is built with solo stakers in mind. Still, grassroots staking initiatives are lacking despite being one of the pillars of Ethereum. In an effort to support this, we're now opening the Community Staking Fleet

("CS Fleet"

) program to direct resources toward communities interested in building staking interest within them. This pilot will start with us, Community Lifeguards, working directly with a small set of communities.

Community Staking Fleet Pilot

In this first phase, we are looking for three already-established local communities to work with to understand the best way to position solo staking as one of the main points of interest alongside other popular topics like DeFi or NFTs.

To accomplish this, the Community Lifeguards will immerse themselves in the selected communities for about two months and co-run community engagement activities like setting up testnet validators, running workshops, creating and translating solo staking content, etc.

If this pilot is successful, we'll work towards scaling up this program to more communities!

Objectives

1. Encourage the establishment and growth of staking-focused sub-communities within existing Ethereum-related communities, and thus the amount of staking-related content generated.

2. Create awareness around Lido's Community Staking initiatives — e.g., Simple DVT & Community Staking Module (CSM) — and provide regular updates to everyone.

3. Grow the talent pool of new solo stakers and empower them to choose their preferred route (e.g., bonded staking, solo staking, running DVT based validators).

What's in it for the communities?

Our approach in this pilot is divided into two primary segments, each with its dedicated budget. First, we focus on what the members of the communities will get out of this initiative, and the second describes how we'll engage with the organizers behind these communities.

Benefits for the members of the participant communities

The main reason behind CS Fleet is to create new solo stakers around the world, so the biggest benefit for the members of participant communities is all the support they will receive from Community Lifeguards and the content and activities we'll make with them. Additionally, they will be able to earn OATs (participation badges) and points on the Lido Galxe page, opening the door to the community of stakers in Lido, where they can find other stakers interested in running validator using the Lido protocol, exchange knowledge, and partake in the growing benefits for community members, some of which may look like:

- Participation in CS trials like Simple DVT (if there's another trial round) or CSM when the testnet becomes available later this year.

- Lido swag and merchandise.

- Free/discounted tickets to certain Lido or other Web3 events.

Please note that these are examples of what participants might access through their engagement. Availability of these benefits is subject to the capacity of other Lido DAO contributors, as they require coordination beyond Community Lifeguards.

To support this, we want to pre-approve a budget of $10,000 from the Community Lifeguards grants fund; this helps us move forward with the pilot and work on the logistics on the go.

Benefits for community organizers

There are three levels of support from the Lido DAO contributors and the Lido Ecosystem Grants Organization for community organizers who are actively involved in organizing these initiatives:

1. Content and direct support from Community Lifeguards and Lido Community Staking team contributors—e.g., help set up validators or participate in local activities like community calls.

2. A grant of up to $3,500 per community. Here, communities have some room to decide how they want to use it—ideally, it would be for things like:

3. Small/mid-size staking-oriented IRL high-impact community activities, like meetups or workshops.

4. Purchasing a machine for educational purposes and participation in Lido CS initiatives. This would allow each recipient to impact multiple people with a single device.

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7. Access to grants for other larger-scale community-led initiatives in the future.

Total Budget

The total ask for this pilot amounts to $20,500, which will be taken from the Community Lifeguards Initiative budget. It's split between $10,000 for participant benefits and $10,500 for community grants, as described above.

Bear in mind that this budget constitutes a maximum. We'll work with LEGO for approvals and distribution for each request and keep the DAO updated with constant updates in this forum thread.

Activities

We'll coordinate with the communities and support them in creating staking-related activities. Some examples are:

- Info sessions on Lido's Simple DVT and Community Staking Modules.

- Solo staking and Simple DVT workshops.

- Facilitate community participation in Simple DVT and CSM trials.

- Translation of solo staking, Lido Simple DVT, and Lido Community Staking documentation into local languages to be used as an ongoing "Lido Community Staking Playbook."

- Facilitating members to use and adopt the "Community Staking Playbook."

- Co-create hackathon-style challenges for solo stakers ("Community Staking Challenges").

- Assist with signal-boosting content created by the Lido Community Lifeguards around these activities.

- Solo staker meetups — Sharing best practices on how to scale up, improving performance and security.

The Role of Community Lifeguards

As a task force designated to both grow and represent the solo stakers in Lido, there's no better way to do that than to work with the communities and get a better grasp of their needs and experience. To support this experiment, we will:

- Assist the communities in setting up and maintaining validators in testnet.

- Participate in community activities (i.e., do a workshop on setting up a DVT cluster)

- Meet regularly with community organizers to plan activities, evaluate progress, and keep a logbook of these calls for a pilot report to the DAO.

Timelines

Phase 1 (Pilot) — Q1'24

1. Identify an initial set of 3 communities to work with — i.e., one each in Europe, LATAM, and SEA.

2. Measure direct participation + conversion.

3. Publish learnings from the pilot cohort.

Phase 2 — Q2'24 - Q3'24

1. Expand the set of partnered communities.

Eligibility criteria

To be eligible, the community must:

- Be Ethereum-aligned. This includes university clubs and local Ethereum communities.

- Have been active for at least one year.

- Have a proven track record of organizing activities.

- Commit to IRL activities and regular calls for the two-month duration of the pilot.

Applications will be evaluated based on:

- Maturity of the community by looking at their size, frequency of events, etc.

- Location of the community. We're targeting one community per Lifeguard, and the 3 of us are in different regions (Europe, SEA, and Latam)—we'll pick a combination of communities that can accommodate the different time zones.

- At least 200 active community members are on their main platform.

Due to the nature of this pilot, starting dates will be decided with the selected communities.

How to apply

To be considered for participation in this pilot with your community, please apply using this Google Form by March 15th.

Google Docs

Community Staking Fleet Application

This pilot is for us to learn! Feel free to reach out with suggestions or alternative ways to accomplish our goals.