

THE BITCOIN CASH FUND

MARCH 2018

# AMBASSADOR GUIDE



PREPARED BY  
THE AMBASSADOR COORDINATOR

# ABOUT THE BITCOIN CASH FUND

## OUR ROOTS

The Bitcoin Cash Fund was formed in a Bitcoin Cash chat group in 2017. It was started by a simple request to the community to crowdfund a short promo video for Bitcoin Cash. The outpouring of support across the industry was phenomenal, and it became crystal clear that there was a need for an organisation to take on this role permanently.

Since then we have incorporated as a non-profit organization and have pulled together a small team of hard-working professionals distributed across the globe to get things done..

## OUR MISSION

Our mission is to help Bitcoin Cash serve one billion users in five years.

The Bitcoin Cash Fund supports community projects that help further these goals. We believe there is a tremendous amount of energy in the BCH community, and we aim to harness that energy and make BCH the currency of the future.

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## DEAR AMBASSADORS

FROM THE EXECUTIVE DIRECTOR

We created the Ambassador program, to make sure we provided support to the most valuable members of the Bitcoin Cash community. Ambassadors are the people who are willing to give up their time and resources to try and bring the community together face-to-face.

Building an online community is important, but having people work together, and build relationships in the real world will be one of the key ingredients in achieving mass adoption.

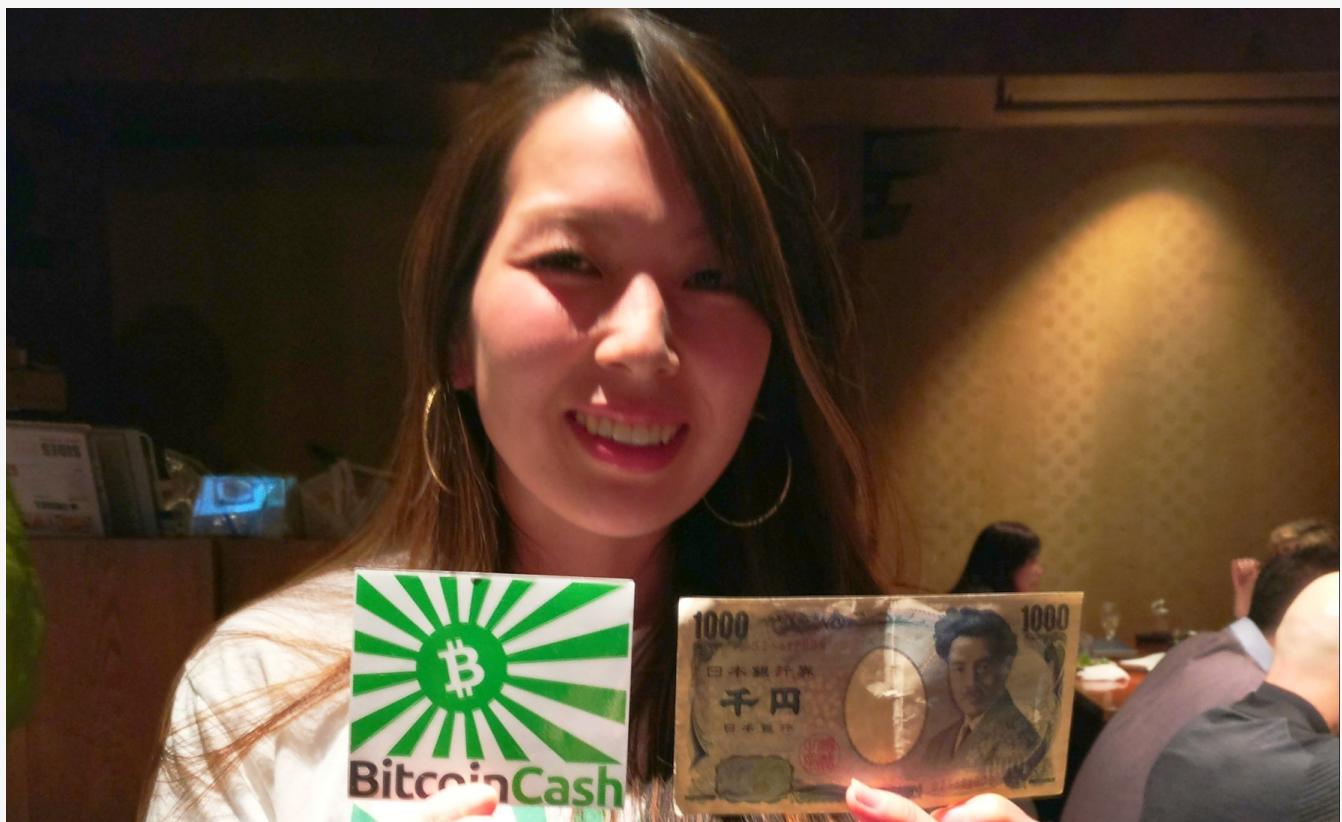
We need everyone to be talking about Bitcoin Cash.



PAUL WASENSTEINER

# THE AMBASSADORS

## RESPONSIBILITIES AND PROGRAM OBJECTIVES



Bitcoin Cash Ambassadors dedicate their time and resources to help Bitcoin Cash serve 1 billion users within 5 years. They encourage people and merchants to use Bitcoin Cash and advance the ecosystem.

Ambassadors organize one monthly meetup in their community. Meetups increase awareness and adoption of Bitcoin Cash. The meetups also bring the community together to share information and teach others about the benefits of Bitcoin Cash.

Ambassadors work closely with the Bitcoin Cash Fund to promote initiatives.

They lead the effort to ensure Bitcoin Cash Fund initiatives are successful and adopted worldwide. They teach their community about the benefits of Bitcoin Cash.

Ambassadors spread the Bitcoin Cash vision of a global peer-to-peer cash system on social media. They encourage people and merchants to adopt and use Bitcoin Cash. They participate in the Bitcoin Cash community forums and Bitcoin Cash Fund Discord on a regular basis.

# CREATING A MEETUP GROUP

CREATE A WEB PRESENCE FOR YOUR GROUP, PROMOTE IT ON SOCIAL MEDIA AND DECIDE HOW YOU WILL USE FUNDING.



We recommend using [meetup.com](https://www.meetup.com) to create a group. This costs \$15-\$20 per month depending on how many months you pay for. You can use a portion of the sponsorship funding to help with the cost. Facebook, Eventbrite, and Peatix.com are free alternatives to create your group.

Clearly describe your group. Be sure to include general details about Bitcoin Cash and what members can expect to learn by joining. You can reference other Bitcoin Cash meetups for suggestions.

The BCF can create a tailored graphic for your group or you can create one. We suggest using a Bitcoin Cash logo mixed with the country or locality where the event is hosted.

The BCF will help to promote your group by announcing it. We can include your Twitter handle and/or tag groups you recommend.

Discuss the event with the BCF and decide on how funding will be used. We recommend you provide a portion of the funds to guests.

**TIP:** You can get a 50% discount for 6 months on [meetup.com](https://www.meetup.com). Sign up for an account, begin to create your group and wait to pay. Meetup.com will email you the coupon code within 24 hours.

# PLANNING A MEETUP

## 5 STEPS TO PLAN A MEETUP

<b>STEP 1</b> SELECT A DATE AND TIME	Give yourself enough time to organize and promote the meetup. We suggest giving yourself at least 3 weeks for planning. We recommend scheduling your first meetup after you have 40 members in your group. Make sure the time is chosen so that people can attend (e.g., during work hours is unlikely to be successful). Venues are generally free during work days in the evening.
<b>STEP 2</b> CHOOSE A VENUE	Make sure the venue is large enough for the number of people you anticipate will be attending. Make sure the venue is easy to travel to (e.g., in a city it is best if the venue is central. Ideally, the venue will accept Bitcoin Cash. If the venue does not yet accept Bitcoin Cash, make it a negotiating point for holding the event there and help educate them on how to accept it. Make sure people can get drinks and possibly food.
<b>STEP 3</b> DECIDE WHAT WILL HAPPEN	For the first event, we recommend keeping things simple. Make sure people can interact comfortably with each other. If there are speakers make sure there is a plan and everyone is aware of it.
<b>STEP 4</b> CREATE THE EVENT	Include information about the topics that will be discussed and any promotions (i.e., competitions, free merchandise, free BCH, etc.). Include information about any speakers that will be speaking at the event. If the meetup is more structured, include a simple itinerary. If you are using meetup.com, the BCF will be notified of your new event automatically. If you are using a different platform, notify the BCF of each new event.
<b>STEP 5</b> PROMOTE THE MEETUP	Promote the event on social media including Twitter, Facebook, and Reddit. The BCF can help you create a flyer or graphic to promote your event and can also share information about your events on social media.

# SPONSORSHIP GUIDELINES

## MEETUP REQUIREMENTS

- List BCF as a sponsor on the meetup landing page with the amount of funding provided to each attendee and a link to the BCF discord or website.
- List BCF as a sponsor on meetup promotional materials
- Print & hand out BCF leaflets to 50% of people at the event.
- Take some pictures during the event showing that people have the leaflets and BCF provided merchandise (stickers, t-shirts, etc.).
- Provide the BCF with 2 exclusive images for social media purposes.
- Occasionally complete a brief survey following the meetup. The purpose is to help improve meetups and guide future Ambassadors.

## FUNDING STRUCTURE

At this time, the BCF provides \$3.00 in BCH per attendee. Funding is sent to the BCH address specified by the Ambassador within 24 hours of the meetup so that the number of RSVPs is publicly known. The RSVPs from meetup.com or the public group page will be used to determine the funding amount. Our experience is 65% or less of RSVPs turn out at the meetups, so we provide that amount up front. If you have more people attend, we will reimburse the difference at \$3.00 per attendee the following day.

Ambassadors can determine how to use the sponsorship funding for the event. We encourage Ambassadors to give some free BCH to guests so they can use it to buy drinks at the venue. Other ideas for funding include raffle/lottery, free drinks/food, pay for the venue, etc.

## MEETUP GOALS AND OBJECTIVES

The purpose of the meetup is to increase awareness of Bitcoin Cash and the BCF, increase understanding of Bitcoin Cash and bring the community together.



# MEETUP TIPS

## REMINDERS FOR A SUCCESSFUL EVENT

### BEFORE THE MEETUP

Send a reminder notice in the week leading up to the event, and make sure you include all the information they will need. Send out messages to the attendees on any changes you make to the event.

Make sure you are prepared and have everything you need for the event including:

- Leaflets & Merchandise to hand out.
- Speeches prepared.
- Good quality camera.
- Contact the venue and confirm they are ready.
- Prepare for any demonstrations with your smartphone, microphone or computer.

### MEETUP DAY

Arrive early and prepare for the guests. Make sure your group is easy to locate by wearing a Bitcoin Cash t-shirt or have a visible sign for your group.

Let the venue know about your group meeting. Check video/audio quality for live stream or demonstrations.

### AFTER THE MEETUP

Send a thank you to the attendees. Post photos on the meetup page. Share the photos with the BCF by uploading to the Ambassador shared drive.

## LIVESTREAMING

Ambassadors are encouraged to live stream presentations and demonstrations on the BCF Youtube Channel. Contact the Ambassador Coordinator for details.



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# AMBASSADOR BENEFITS AND RESOURCES



## MONTHLY PRIZES

Ambassadors are automatically entered in a monthly lottery and receive an exclusive Bitcoin Cash merchandise. Each month four Ambassadors win free Bitcoin Cash.

## DISCORD FEATURES

They have access to unique features in the Bitcoin Cash Fund discord to connect with other Ambassadors around the world as well as a private voice channel. They receive early access to initiatives and the ability to participate in planning meetings.

## SHARED RESOURCES AND SUPPORT

Ambassadors have access to a collection of shared resources to build presentations for their meetups. Ambassadors worldwide share presentations with us and we make them available. We also have the ability to source presentations and translate them upon request.

We provide guidance on how to run a successful meetup, and how to live stream your presentation on our YouTube channel.