ReasonBridge Network Tracker

Track your outreach and engagement progress

_____	_____	_____	_____	$_____
Total Contacts	Contacted	Responded	Committed	Pledged

Phase A: Inner Circle Weeks 1-2

Goal: Align on vision, get feedback, recruit to core team

Name	Strategic Value	Status	Date	Notes / Next Steps
Kathy Wife	Civic experience, communities, potential co-founder	☐ Discussed ☐ Aligned ☐ Active role		
Andy Brother	Angel investing, Harvard network, advisor potential	☐ Contacted ☐ Responded ☐ Committed		
Hillary Sister-in-law	Harvard network, Boston connections	☐ Contacted ☐ Responded ☐ Committed		
Julie Sister	Grant writing expert (Cascadia Consulting)	☐ Contacted ☐ Responded ☐ Committed		

Script: *"I'm getting serious about turning ReasonBridge into a non-profit. I've put together a plan and I'd love your input before I go any further. Can we find time to talk this week?"*

Phase B: Strategic Advisors Weeks 2-3

Goal: Get expert guidance on legal, strategy, approach

Name	Strategic Value	Status	Date	Notes / Next Steps
_____ Cousin (lawyer)	Legal guidance for 501(c)(3) formation	☐ Contacted ☐ Responded ☐ Committed		
Rich Neighbor	LDS community, academic, like-minded	☐ Contacted ☐ Responded ☐ Committed		

Script: *"I'm launching a non-profit focused on improving online discourse. Given your experience with [legal/community], I'd love to get your thoughts on my approach. Would you have 20-30 minutes for a call?"*

Phase C: Believers & Early Supporters Weeks 3-6

Goal: Early donations, testimonials, beta users

Like-Minded Technical Friends

Name	Contacted	Response	Amount	Notes
	☐			
	☐			
	☐			
	☐			
	☐			

People Who Left Social Media

Name	Contacted	Response	Testimonial?	Notes
	☐		☐	
	☐		☐	
	☐		☐	
	☐		☐	
	☐		☐	
	☐		☐	
	☐		☐	
	☐		☐	
	☐		☐	
	☐		☐	

Tech Colleagues

Name	Contacted	Response	Amount	Notes
	☐			

	☐			
	☐			
	☐			
	☐			
	☐			
	☐			
	☐			
	☐			
	☐			

Script: *"You know how frustrated we've both been with how toxic online conversations have become? I've been building something to address that—a platform called ReasonBridge. I'm turning it into a non-profit and starting to raise funds. Would you be open to hearing more?"*

Phase D: Connectors & Amplifiers Week 6+

Goal: Introductions, amplification, broader reach (after you have traction)

Name	Network Access	Status	Date	Notes / Next Steps
Justin Friend (political)	Ran for office, political networks	☐ Informed ☐ Ready to help ☐ Intros made		
Alex Friend (education)	School board, education networks	☐ Informed ☐ Ready to help ☐ Intros made		
Ben Friend (state politics)	Ran for OH state congress, significant network	☐ Informed ☐ Ready to help ☐ Intros made		

Extended Networks / Communities

Network	Access Through	Status	Notes
Your parents/family networks	Parents	☐ Activated	
Kathy's family networks	Kathy	☐ Activated	
Book club	Kathy	☐ Activated	
Church preschool community	Kathy	☐ Activated	
LDS church community	Rich	☐ Activated	

Script: *"I'm launching a non-profit called ReasonBridge focused on improving civic discourse. Given your experience in [politics/community], I thought you might find it interesting. Once I'm a bit further along, I'd love to explore whether any of your networks might be interested."*

Remember: Update this tracker after every conversation. Track not just donations but also: testimonials offered, introductions promised, feedback received, and follow-up needed. Momentum comes from consistent outreach—aim for at least one conversation per day during active fundraising.