

SIP-6 Affiliate Program Initiative

Summary

A proposal to re-use the unclaimed \$SLING from the airdrop smart contract (33,024,118.74) and the unused \$SLING from the Zealy initiative SIP-1 (23,548,500), now that the airdrop and SIP-1 has ended.

The airdrop ended August 1st 2023.
SIP-1 (Zealy) ended on August 13th 2023.

This proposal looks to continue the SIP-1 initiative, using the leftover tokens from SIP-1 and the leftover airdrop tokens, to continue focusing on the growth of the SlingShot DAO community and its engagement.

However, unlike SIP-1, the DAO should not limit itself to the use of only one platform such as Zealy which proved limiting. Instead, learnings should be taken and multiple approaches should be considered.

A seamless referral & affiliate programme, to welcome new members and automatically reward \$SLING to new verified members with minimal friction.

Community engagement quests and incentives, just as was implemented in SIP-1 with Zealy, but without being locked into only one platform.

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Proposal Type

Initiative proposal

Community Incentive & Rationale

A previous proposal, SIP-1, addressed the need in the SlingShot DAO to grow the SlingShot community, incentivise engagement and help grow the SlingShot ecosystem through gamified quests and rewards.

It was also critical for new community members to be able to obtain \$SLING.

The original proposal was for 90 days which ended on August 13th 2023. The implementation of the proposal had mixed results, whilst succeeding to engage and gamify a handful of community members, it did not have the broad distribution and conversion for new community members as was hoped.

This proposal does not suggest a new token allocation, but for the tokens leftover from Zealy (and from the airdrop) be used to continue the rationale from SIP-1, incorporating some learnings from the previous proposal.

Referral & Affiliate Program

A key opportunity in SIP-1 was a way for new community members joining the DAO to be able to obtain \$SLING. This was identified as critical for the community to grow and the DAO to further its mission.

However, observably, the friction through using the Zealy platform was too high for many. It was behind too many clicks and not many used it. As a result a lot of visitors were unable to use the dApp and participate with the rest of the community.

If SlingShot DAO is to welcome new members from a wider audience and grow, this needs to be addressed in a much more seamless manner.

A referral and affiliate program, that rewards for referrals and automatically rewards \$SLING to verified new members, would achieve the same purpose but in 1 click, instead of several.

A referral program for existing members to refer their friends (after any required software engineering).

An affiliate program for the DAO to engage and reward KOLs, streamers, YouTubers (etc) who refer their audiences to SlingShot DAO.

Automatically reward \$SLING to verified new members and incentivize them to follow an activation sequence (Lock \$SLING, Vote, Submit an idea, etc.)

Tiered rewards for referees and affiliates based on the actions of their referrals, to incentivise high quality referrals.

\$SLING requirements for this program can come from the leftover allocations within the Airdrop and SIP-1. No need to allocate any more tokens.

Community Quests & Engagement

The community questing as was proposed in SIP-1, but to continue this effort without being restricted to only use Zealy as the questing platform.

Per the rationale in SIP-1:

Rewards for event participation.
Rewards for Discord engagement.
Rewards for Twitter engagement.
Easter egg hunts.
Attending AMAs.
Rewards for in-app activity.
Rewards for custom quests (possibly designed in collaboration with other communities.)
Stream participation.
Education.

There is also an opportunity to more tightly integrate these rewards into the SlingShot dApp and experience. Such as time spent reviewing ideas, voting multiple times and others, though care should be taken that any such implementation is not leaked and easily gamed.

Tokens & Allocation

33,024,118.74 \$SLING tokens are left unused after the end of the Airdrop.
23,548,500.00 \$SLING tokens are left unused after the end of SIP-1.

These tokens (56,572,618.74) should be used over the following 12 weeks on the initiative.
Any tokens unused at the end of the 12 weeks should be returned to the SlingShot treasury.

Risks

Risks if this proposal passes:

Potential influx of members only interested in immediate rewards, causing a dump of \$SLING tokens and negative community sentiment.

Referrals may yield a massive inflow of low-quality or non-genuine members, including bots.
If not correctly moderated, the program may attract more mercenaries than genuine, mission aligned members.

Risks if this proposal does not pass:

Failure to grow SlingShot DAO and its community without referrals & affiliates to assist growth efforts.
Failure for new members to easily acquire small amounts of \$SLING and be able to participate in the community.

Key Terms

\$SLING

\$SLING token is an ERC-20 token that serves as a medium of coordination that helps people share, improve, and develop ideas and proposals across Slingshot DAO.

Tokens

\$SLING token.

SIP-1

SlingShot Improvement Proposal 1, an initiative proposal that was passed at majority general vote on the 15th May 2023 and was concluded on the 13th of August 2023. SIP-1 implemented Zealy as a community growth initiative over 3 months.

Zealy

A software platform for communities to drive growth and engagement through questing and rewards. <https://zealy.io/>

Slingshot app

Slingshot DAO's app to submit and vote on ideas to be built across the metaverse. <https://slingshotdao.com/>

Quests

A configurable and incentivized set of actions for a user to perform on a platform (such as Zealy), in return for rewards.

Specifications

Actions

- 1. Develop and launch a user-friendly affiliate and referral program that appeals to vision aligned influencers as well as the every-day community member.
- 2. Introduce the tier-based reward system for affiliates and referrals based on the engagement of community members they introduce.
- 3. Continuously monitor and evaluate referral activity to ensure genuine, high-quality member growth and take corrective measures if necessary.

Measurements of success & desirable outcomes

- 1. Significant growth in the community members with a healthy ratio of quality engagement increase.
- 2. Successful integration and participation of referred members across the SlingShot DAO ecosystem.
- 3. Positive feedback and community sentiment regarding the Affiliate Program.

Impact on Working Groups

- 1. coordination required between community management, marketing, product, strategy and tech contributors for program design, implementation, monitoring and reporting.
- 2. Heightened monitoring for signs of malicious activity.
- 3. Enhanced community outreach for the initiatives promotion and guidance.

Impact on economics

- 1. 56,572,618.74 tokens to be allocated from the \$SLING remaining from SIP-1 and Airdrop (which have both now ended) for a renewed referral, affiliate and engagement initiative.
- 2. Verified new community members seamlessly rewarded a small amount of \$SLING for joining the community.
- 3. A more vibrant and engaged user community enhancing the ecosystem's overall health.
- 4. A steady, controlled distribution of \$SLING tokens based on growth and engagement, ensuring healthy distribution, improved decentralisation and community growth.

Further Considerations

- 1. After the 3-month pilot, a comprehensive review of the program is essential to analyze its successes and areas for improvement.
- 2. Be mindful of, monitor and effectively respond to any bot influx or other malicious activities
- 3. Ensuring high-value affiliates are rightfully compensated, fostering a culture of mutual growth and reward.
- 4. Gamification: Introduce a leaderboard for top referrers and affiliates, offering special rewards or badges for milestones reached.
- 5. Time-Limited Campaigns: Run special campaigns where the referral rewards are doubled for a limited time, to spur immediate growth.
- 6. Analytics Dashboard: Provide a dashboard for referrers to track their referrals, conversions, and rewards in real-time.