

PRAGMA

by the people. for the people.

CAMPAIGN BRIEF

The Record Doesn't Expire

Campaign Overview

CAMPAIGN NAME

The Record Doesn't Expire

PRIMARY OBJECTIVE

150 verified founding members in Rhode Island within 90 days of launch

LAUNCH MARKET

Rhode Island — Washington Bridge proof of concept

TIMELINE & BUDGET

3–6 months | Growth budget | Paid + owned + earned

PRIMARY OBJECTIVE

Drive founding member acquisition anchored to a live civic accountability event — not a product launch, but a verifiable act that proves the platform works.

The Washington Bridge policy brief serves as both the product demo and the earned media moment. 150 verified RI residents. One formal brief. One countdown. One permanent public record.

Pragma's architecture — verified identity, cryptographic delivery, 14-day accountability countdown — must be experienced to be believed. The launch event is the proof.

SECONDARY OBJECTIVES

Establish Pragma as the structural alternative to the petition-and-forget model

Earn placement in RI local press (Providence Journal, RI NPR, GoLocal) and national civic/tech publications

Build 1,000+ national waitlist for state-by-state expansion

Generate documented proof-of-concept content that drives Year 2 municipal and university institutional sales

Begin 5+ qualified institutional sales conversations (municipal / university) by Month 4

The Frustrated Civic Participant (Rhode Island)

PROFILE	PAIN POINTS	MOTIVATIONS	WHERE THEY ARE
Ages 25–55, all income levels, Rhode Island resident Has signed a Change.org petition, called a senator's office, attended a town hall, or emailed a rep — and received nothing back. Not disengaged. Disillusioned. Still believes things should be fixable. Has simply run out of tools that work.	· Politicians don't read what we send them · No way to prove they even got it · Nothing changes no matter how many signatures we get · Nobody holds them accountable after the news cycle moves on · Change.org sold my data to a campaign I disagree with Buying stage: Consideration → Decision. They know the problem exists. They don't believe a solution exists. Pragma's job is proof, not education.	· Visible, documented proof that their voice was actually delivered · Accountability that doesn't require trusting the politician · A permanent record — not a screenshot that disappears · Being part of something that actually produced a result · Knowing the official cannot deny receiving it	Facebook (ages 35+) Community groups, neighborhood boards, local issue pages Reddit r/Rhodelsland, r/providence — active Washington Bridge threads Providence Journal readers RI NPR listeners Local news comment sections and Nextdoor

The Civically Engaged Observer (National)

WHO THEY ARE

Outside Rhode Island. Watched civic tech fail for two decades.

Former MoveOn volunteers, progressive organizers, frustrated local activists, journalists covering municipal accountability, political science professors, local government staffers who want their constituents to show up with real data.

WHERE THEY ARE:

Twitter/X, LinkedIn, Substack, The Atlantic, Governing magazine, r/politics, r/civictech, Next City, MIT Technology Review

THEIR ROLE IN THIS CAMPAIGN

They are NOT founding members in Phase 1.

They are amplifiers, future-market pipeline, and institutional sales leads.

National Waitlist

1,000+ goal. Email captured via separate landing page. Notified first when Pragma expands to their state.

Earned Media Audience

The Washington Bridge record is the story. They amplify it nationally once RI proof of concept is live.

Municipal Sales Pipeline

City managers, community engagement directors, university administrators. RI proof of concept is the sales deck.

Campaign Messaging Architecture

"The politician cannot pretend they never got it."

MESSAGE 1 | Verified Identity

"Verified identity eliminates the noise."

Addresses: Change.org has no meaning because anyone can sign

Proof point: Stripe Identity integration; district-locked participation. Only real constituents. No bots. No signatures from Idaho.

MESSAGE 2 | Logged Delivery

"Cryptographic delivery means the record exists whether they respond or not."

Addresses: Politicians just ignore things and deny they saw it

Proof point: Append-only audit log, tamper-evident pipeline, timestamped confirmation.

MESSAGE 3 | Public Countdown

"14-day public countdown. Their silence is permanently visible to their entire district."

Addresses: No consequences for ignoring constituents

Proof point: Live accountability dashboard — permanent, publicly searchable, no expiration.

MESSAGE 4 | Real-World Proof

"The Washington Bridge has a paper trail, named officials, and hundreds of thousands of affected commuters."

Addresses: It never works in the real world

Proof point: Launch brief as live proof of concept — real issue, real officials, real countdown.

Three-Tier Channel Architecture

TIER 1 | CORE ACQUISITION

FACEBOOK (PAID + COMMUNITY)

Hyper-targeted by RI zip codes, Washington Bridge keywords, Providence Journal readers. 30–45 sec screen-recorded pipeline demo. Community group organic presence.

35% of paid spend | Effort: High

EMAIL (FOUNDING MEMBER PIPELINE)

5-email founding member sequence. Every email mirrors the accountability logic of the product — stated purpose, deadline, documented outcome.

\$0 (owned) | Effort: Medium

REDDIT (EARNED)

r/Rhodelsland and r/providence have active Washington Bridge threads. One well-crafted transparent post. Answer every comment. No auto-responses.

\$0 (earned) | Effort: Medium-High

TIER 2 | AMPLIFICATION

LINKEDIN (ORGANIC)

Civic tech investors, policy journalists, university administrators, municipal buyers. Credibility channel — not acquisition. 2x/week thought leadership.

\$0 (owned) | Effort: Medium

LOCAL PR — RI OUTLETS

Providence Journal, RI NPR, GoLocal Providence. Washington Bridge is an active story. Pitch 2 weeks before launch. Embargo until launch day. Offer dashboard access.

\$0 (earned) | Effort: High

NATIONAL CIVIC TECH PRESS

Governing, Politico, The Atlantic, MIT Technology Review, Next City, Brookings. Pitch AFTER RI launch — story is better with live countdown.

\$0 (earned) | Effort: High | Begins Week 6

TIER 3 | SUPPORT

WEBSITE / LANDING PAGE

Founding member acquisition page — one job: get verified signups. No distractions. Live countdown visible once brief is delivered.

Must be live before any paid spend

TWITTER / X

Amplify earned media hits, post dashboard screenshots, quote-tweet official responses or silence. Low effort, ambient presence.

\$0 (owned) | Effort: Low

NATIONAL WAITLIST PAGE

Separate from founding member page. Lighter ask. 'Pragma is coming to your state.' Launches at Week 5 after RI record closes.

\$0 (owned) | Effort: Low | Week 5+

Week-by-Week Campaign Calendar

WEEK	CONTENT PIECE	CHANNEL	NOTES
1–2	Founding member landing page	Website	Must be live before paid spend. Verify end-to-end flow.
1–2	Facebook video ad — 'The Pipeline'	Facebook Paid	30 sec. Real UI. Text on screen. No voiceover.
1–2	Email 1: What Pragma Is	Email	Welcome / intro. State the problem plainly. No hype.
2	Reddit launch post	Reddit / r/RhodeIsland	Long-form. Transparent. Post the architecture.
2	Local media pitch (embargo)	PR	Embargo until Week 4 launch. Offer dashboard access.
3	Email 2: Why Change.org Can't Fix This	Email	Structural critique. Position Pragma by contrast.
3	LinkedIn: 'The Accountability Gap in Civic Tech'	LinkedIn	Thought leadership. No product pitch.
3	Facebook ad 2 — Washington Bridge creative	Facebook Paid	RI-specific. Name the bridge. Show commute data.
4 ★	LAUNCH — Washington Bridge Brief Delivered	ALL CHANNELS	Campaign centerpiece. Everything built to this.
4 ★	Email 3: The Brief Has Been Delivered	Email	Show delivery confirmation. Start countdown.
4 ★	Live countdown goes public on dashboard	Website	14-day clock. Officials named. District visible.
5	Countdown coverage — RI media (embargo lifts)	PR	Hook: '[X] days left to respond publicly.'
5	Email 4: Day 7 — Half the Countdown Gone	Email	Response status update. Drive new signups.
6 ★	Countdown ends — Public record published	ALL CHANNELS	Second media moment. Response or silence is permanent.
6 ★	Email 5: The Record Is Now Permanent	Email	Close founding member story. National waitlist CTA.
6	National media pitch	PR	Governing, Politico, The Atlantic. Pitch with live results.
7–12	Sustained paid acquisition	Facebook + LinkedIn	Optimize creative from Wks 1–6. Scale what worked.
7–12	Second brief cycle (founding member vote)	All Channels	Repeat model. Second issue. Second countdown.

Required Campaign Assets

ASSET	TYPE	DESCRIPTION	PRIORITY	DEADLINE
Founding member landing page	Web	Single-purpose. Headline, 3 differentiators, ID verify CTA. No nav.	Must-have	Before Wk 1
Facebook video ad — The Pipeline	Video 30s	Screen-recorded flow: verify → write → deliver → countdown.	Must-have	Week 1
Facebook ad — Washington Bridge	Static/Video	RI-specific. Bridge photos, commute data, named officials.	Must-have	Week 2–3
Reddit founding post	Long-form text	~800 words. Honest pitch. What it is, how it works, why RI.	Must-have	Week 2
Email sequence (5 emails)	Email	Founding member nurture. Direct, evidence-based, no hype.	Must-have	Before Wk 1
Washington Bridge policy brief	PDF / Platform	The actual founding brief. Real issue. Real officials. Real ask.	Must-have	Week 3
Public accountability dashboard	Web	Live countdown, named officials, response status, district visible.	Must-have	Week 4
LinkedIn thought leadership (x8)	Long-form text	2x/week, Weeks 2–5. Market gap, architecture, RI rationale.	Must-have	Rolling
PR pitch deck / one-pager	PDF	RI local angle + national angle. Two separate versions.	Must-have	Week 2
Delivery confirmation document	Screenshot/Export	Logged confirmation that brief was delivered — the key proof point.	Must-have	Week 4
National waitlist landing page	Web	Lighter ask. 'Pragma is coming to your state.' Separate from FM page.	Nice-to-have	Week 5
Institutional sales one-pager	PDF	Municipal/university outreach. Uses RI results as proof.	Nice-to-have	Week 6+

Campaign KPIs & Benchmarks

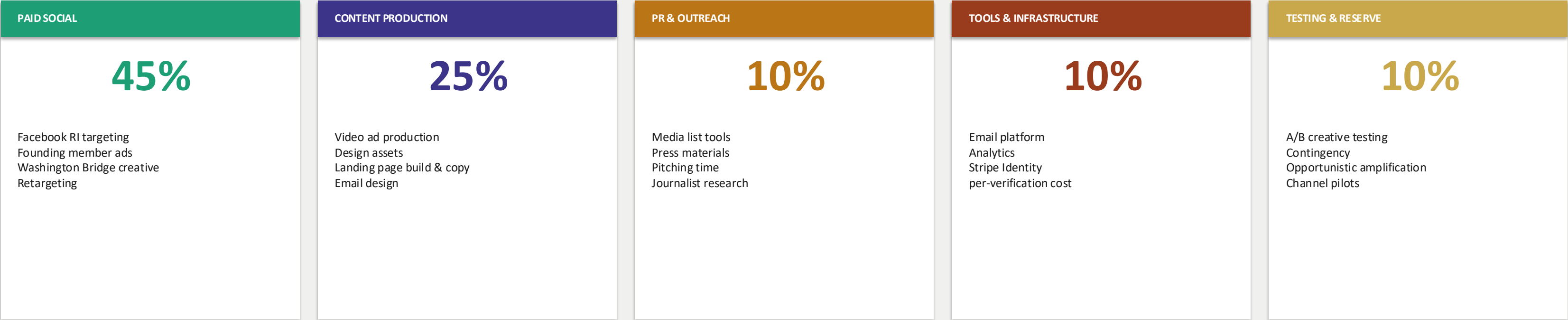
PRIMARY KPI

150 verified founding members in Rhode Island within 90 days of launch

Tracked via Stripe Identity completions + Supabase founding member table

Metric	Target	How Tracked	Reporting
Landing page conversion rate	≥ 8% of visitors start verification	Vercel Analytics / GA4	Weekly
Email sequence avg. open rate	≥ 40% across all 5 emails	Email platform (Resend/Mailchimp)	Weekly
National waitlist signups	1,000+ by Week 12	Waitlist form submissions	Weekly
Earned media placements	3 RI local + 2 national by Week 8	Manual tracking	Bi-weekly
Reddit post engagement	Top 10 post in r/Rhodelsland in 48 hrs	Reddit analytics	Once
Official response (accountability)	Binary — response OR non-response documented	Accountability dashboard	Day 14
Institutional outreach pipeline	5 qualified conversations by Month 4	CRM / manual log	Monthly
Facebook CPL (founding member)	Below identity verification cost floor	Facebook Ads Manager	Weekly

Budget Framework & Allocation



ALLOCATION NOTES

Stripe Identity note:
Factor per-verification cost into founding member acquisition math. The identity verification cost is your effective CPL floor — price the founding member tier accordingly or absorb as a proof-of-concept investment in Year 1.

Budget optimization principles:
Start with highest-confidence channel (Facebook RI) at 60–70% of paid budget. Reserve 15–20% for channel testing. Shift budget monthly based on performance — do not set and forget. Include a 10–15% contingency for unexpected opportunities.

Reporting cadence:
Weekly dashboard review during active campaign (Weeks 1–6). Bi-weekly during sustained phase (Weeks 7–12). Full retrospective at Week 13.

Risks, Mitigations & Immediate Actions

RISK 1 Officials Respond Generically	RISK 2 Low Founding Member Conversion	RISK 3 Reddit Post Gets Dismissed
RISK: Officials respond with a form letter, defusing the accountability narrative. MITIGATION: The record still stands. A form-letter response is documented as a form-letter response. The dashboard shows the quality of the response, not just binary yes/no. Any response is framed as 'the mechanism working — for the first time.'	RISK: Traffic is acquired but drops off at verification — friction or trust gap. MITIGATION: Root cause is almost always friction in the verification flow or a trust gap. Pre-launch: test the full onboarding with 10 real people outside the team. Identify where they drop. Fix before paid spend begins. No spend until flow is tested.	RISK: Post is downvoted or tagged as marketing content by the RI community. MITIGATION: Mitigate by posting from a personal account with RI history. Lead with the problem, not the product. Answer every skeptical comment directly with evidence. Authenticity is the only currency on Reddit — one marketer-sounding sentence kills it.

IMMEDIATE NEXT STEPS
1. Confirm the Washington Bridge policy brief is drafted to Pragma's standard — real officials, real documented failure, real ask. This is the product. 2. Confirm the founding member landing page and identity verification flow are end-to-end functional. Test with 10 real users outside the team before any paid spend. 3. Build the 5-email founding member sequence. Get it reviewed before loading into any platform. 4. Identify 3 RI local journalists most likely to cover the Washington Bridge story. Personalize the pitch. 5. Week 2: Launch Reddit post. Do not promote it. Let it stand. 6. Week 2: Begin Facebook paid campaign with RI-targeted founding member creative.

PRAGMA

by the people. for the people.

The record is permanent.

150 verified Rhode Island residents. One formal policy brief.
One countdown. One permanent record of whether your government
responded or chose silence.

That is the proof of concept. That is the launch event. That is what Pragma is.