

PRAGMA

by the people. for the people.

EMAIL SEQUENCE

Full Founding Member Acquisition Funnel — Lead Drip Through Post-Conversion

13 emails | 3 tracks | 35-day full funnel | Rhode Island Launch

Three-Track Funnel Architecture

TRACK A
PRE-LAUNCH NURTURE

4 emails | Days 0–12

Triggered by email signup before launch event.
Goal: Move interested leads to verified founding members before the Washington Bridge brief is delivered.

- A1 — Day 0: The structural problem
- A2 — Day 3: Platform failure analysis
- A3 — Day 7: Pragma architecture reveal
- A4 — Day 12: Launch event announcement

Exit: Any lead who completes verification exits Track A and enters Track C immediately.

TRACK B
LAUNCH WINDOW

4 emails | Launch Day through Day 14

Triggered by the launch event itself.
Sends to: all unconverted Track A leads + new subscribers + national waitlist.

- B1 — Launch Day: Brief delivered, delivery record live
- B2 — Day 7: Countdown midpoint, social proof
- B3 — Day 12: 48 hours left, final urgency
- B4 — Day 14: Record published, outcome documentation

Exit: Converts enter Track C at appropriate stage (C3, C4, or C5).

TRACK C
FOUNDING MEMBER ONBOARDING

5 emails | Immediately post-verification

Triggered by identity verification completion.
Exits Tracks A/B. These are members, not leads.

- C1 — Immediate: Confirmation, expectations set
- C2 — Day 2: Brief preview, personal stake
- C3 — 3 days pre-delivery: Final co-author push
- C4 — Delivery day: Proof delivered
- C5 — Day 16: Post-record close, next brief

Exit: Flows into ongoing founding member communications.

Four Emails — Days 0 through 12

A1 | DAY 0

The structural problem

Subject: 'The problem with every petition you've ever signed'
Preview: 'It's not the cause. It's the architecture.'

Purpose: Establish the structural failure of civic tech before any product mention.

Hook: Every civic platform was built for volume, not accountability. Change.org's business model depends on your continued frustration.

Closes: 'Over the next few emails I'm going to show you exactly how. Not with marketing language. With the actual architecture.'

A2 | DAY 3

What Change.org actually does

Subject: 'What Change.org actually does with your signature'
Preview: 'Volume without accountability is just noise with a database.'

Purpose: Deepen the problem by naming the specific failure mode. Remove doubt that existing tools are fixable.

Three things that happen when you sign: (1) Your name added to a number. (2) Your email enters their commercial database — sold to campaigns. (3) Nothing else. No delivery confirmation. No record.

Closes: 'Volume doesn't produce accountability. Evidence does.'

A3 | DAY 7

Pragma's architecture — full reveal

Subject: 'Here's exactly how Pragma works'
Preview: 'No black boxes. Here's every step.'

Purpose: Show the architecture. Be specific. Specificity is the antidote to skepticism.

Five steps detailed: Identity verification → Co-author policy brief → Logged delivery → 14-day countdown → Permanent public record.

CTA: 'Join as a founding member →'
Exit: Leads who click and verify exit Track A → Track C

A4 | DAY 12

Launch event announcement

Subject: 'We're about to do something that's never been done in RI'
Preview: '150 verified Rhode Islanders. One formal policy brief. One permanent record.'

Purpose: Announce the launch event. Create urgency. Give the lead a concrete reason to verify before launch, not after.

Washington Bridge context: documented accountability failure, named officials, hundreds of thousands of affected commuters.

Urgency: 'If you want your name on this brief, you need to verify before it goes out.'
Secondary CTA: Forward to someone in Rhode Island

Four Emails — Launch Day through Day 14

B1 | LAUNCH DAY

Brief delivered — delivery record live

Subject: 'The Washington Bridge brief has been delivered'

Preview: 'Timestamped. Tamper-evident. Confirmed.'

Purpose: Document the launch event. Short and factual. No celebration. Just evidence.

Format: Delivery timestamp, officials served, confirmation link, 14-day countdown begins.

CTA: 'See the delivery record →'

Secondary CTA: 'Verify and join as a founding member →'

B2 | DAY 7

Countdown midpoint — social proof

Subject: '7 days in. [Official Name] has not responded.'

Preview: '[Number] people have checked the dashboard this week.'

Purpose: Mid-countdown social proof and urgency. Report real dashboard engagement.

Dynamic content: Official response status. Dashboard visitor count. New founding member count since brief delivery.

Two versions prepared: response version and non-response version.

CTA: 'View the live accountability dashboard →'

B3 | DAY 12

48 hours left — final urgency

Subject: '48 hours left. Then it's permanent.'

Preview: 'After [date], the record is finalized. No amendments.'

Purpose: Final urgency. Record closes in 48 hours — last meaningful moment to join.

Live status block: Brief delivered, officials served, response status, founding member count, days remaining.

Urgency: 'After the countdown closes, Pragma will begin its second brief cycle. If you want input on what comes next, you need to be in.'

CTA: 'Verify now — closes with countdown →'

B4 | DAY 14

Record published — outcome documented

Subject: 'The record is now public. Here's what happened.'

Preview: 'Documented. Permanent. Publicly searchable.'

Purpose: Close the loop. Document the outcome. This is the proof of concept — the most shareable email in the entire sequence.

Two complete versions prepared:

- NO RESPONSE: 'They chose silence. That silence is now documented.'
- RESPONSE: Response text + Pragma accountability assessment.

Both versions push to founding member CTA for next brief cycle.

Five Emails — Immediate Post-Verification Through Day 16

C1 | IMMEDIATE

Verification confirmed

Trigger: Identity verification completion.

Subject: 'You're in. Here's what happens next.'

Preview: 'You're member #[number] in Rhode Island.'

Confirms membership. Sets clear expectations for what happens at each stage. Member number personalized dynamically.

Tone shift: These are members, not leads. Deliver on the commitment.

Closes: Privacy assurance — Pragma will never sell their data.

C2 | DAY 2

Brief preview, personal stake

Subject: 'Your name is on the brief.'

Preview: '[number] verified Rhode Island residents, one formal document.'

Shows the actual brief. Makes the stakes personal and real.

The brief is framed as a formal document — not a petition. Officials will receive something they've never received before.

Secondary CTA: Referral link — 'If you know someone in Rhode Island who should be on this brief, send them this.' Co-author additions close [X] days before delivery.

C3 | 3 DAYS PRE-DELIVERY

Final co-author push

Subject: 'The brief goes out in 3 days.'

Preview: 'Co-author additions close tomorrow.'

Pre-delivery anticipation. Final referral push. Build the moment.

Current co-author count shown dynamically.

Last day to invite: 'If there's anyone you've been meaning to tell — today is the last day to get them in.'

Closes: 'You've been part of building something that didn't exist before. Three more days.'

C4 | DELIVERY DAY

Proof delivered

Subject: 'It's done. We have proof.'

Preview: 'The delivery record is live.'

Delivers on the promise. Short and factual — this is the moment the product earns trust.

Full delivery block: timestamp, officials served, confirmation link, dashboard link.

Social share CTAs: Twitter and Facebook share links for the dashboard.

Closes: 'What you helped build today: the first verified, cryptographically logged policy brief in Rhode Island history.'

C5 | DAY 16

Record permanent — what comes next

Subject: 'What you helped build — and what comes next.'

Preview: 'Brief 1 is done. Brief 2 starts with you.'

Closes the founding member loop. Transitions to ongoing platform.

Official response summary. Three forward-looking sections: — Brief 2 vote (founding members only) — Municipal expansion update — National waitlist is open

Final line: 'Thank you for being first.'

Re-engagement: Started Verification, Didn't Finish

EMAIL SPECS

TRIGGER:

Lead clicks verification CTA in A3 or A4 but does not complete identity verification within 72 hours.

TIMING:

Day 3 post-click, if verification not completed.

SUBJECT LINE OPTIONS:

- 'You started verification — here's where you left off'
- 'Your founding member spot is still waiting'
- 'One step left. Four minutes.'

PREVIEW TEXT:

'The brief goes out in [X] days.'

PRIMARY CTA:

'Complete verification →' (deep link to verification flow)

SEGMENT NOTE:

Suppress if verification is completed before send. One send only — do not follow up again after this email.

BODY COPY

[First Name],

You started Pragma's founding member verification a few days ago but didn't finish.

That's okay. Here's the link to pick up where you were:

[Resume verification →]

The process takes about four minutes. You'll need the government-issued ID you had with you when you started.

Your information is used only to confirm that you are a verified Rhode Island constituent. Pragma does not sell data. Your verified identity is used for one purpose: to attach your name — with weight — to formal civic communications to your elected officials.

The Washington Bridge founding brief is being delivered in [X] days. Co-author additions close before delivery.

— The Pragma Team

P.S. If you ran into a technical issue, reply to this email. We'll sort it out.

Record Published — Officials Did Not Respond

EMAIL SPECS

TRIGGER:

Day 14 of launch countdown. Officials have not responded publicly.

SUBJECT LINE OPTIONS:

- 'No response. The record is now permanent.'
- '[Official Name] had 14 days. The clock ran out.'
- 'The record is public. Here's what happened.'

PREVIEW TEXT:

'[Official Name] had 14 days. The clock ran out.'

AUDIENCE:

All unconverted Track B leads + national waitlist.
Parallel version with founding member framing sent via Track C5.

tone:

Factual. Controlled. Not triumphant, not angry — documented. The silence is evidence, not outrage.

PRIMARY CTA:

'View the permanent record →' (links to dashboard entry)

SECONDARY CTA:

'Become a founding member for the next brief →'

BODY COPY — NO RESPONSE VERSION

The 14-day accountability countdown has ended.

[Official Name(s)] did not respond within the 14-day window.

That non-response is now part of a permanent, publicly searchable record on the Pragma accountability dashboard — visible to every resident in their district, with no expiration date.

THE RECORD:

Brief delivered: [date and time]
Officials served: [names]
Delivery confirmation: [logged, verified — link]
Official response: No public response received within the 14-day window
Verified co-authors: [number] Rhode Island residents
Record published: [date]

[Official Name] knew about the brief. They knew the deadline. They knew the dashboard was public. They chose not to respond.

That choice is documented. It will not disappear.

— The Pragma Team

Record Published — Officials Responded

EMAIL SPECS

TRIGGER:

Day 14 of launch countdown. Officials have responded publicly within the window.

SUBJECT LINE OPTIONS:

- '[Official Name] responded. Here's the full record.'
- 'The record is now public. Here's what happened.'
- 'They responded. Here's our assessment.'

PREVIEW TEXT:

'Their response. Our assessment. The permanent record.'

PRAGMA ACCOUNTABILITY ASSESSMENT:

Pragma publishes whether the response directly addressed the specific asks. Example: 'Partially. The statement acknowledges the failures but does not commit to the specific funding review requested.'

This assessment is what differentiates Pragma from a passive record — the platform contextualizes the response, not just logs it.

KEY FRAMING:

'For the first time — possibly in any state — elected officials received a verified brief with a public deadline and response requirement. And one of them responded. That is the mechanism working.'

BODY COPY — RESPONSE VERSION

The 14-day accountability countdown has ended.

[Official Name(s)] responded within the 14-day window.

Their response and our accountability assessment are now part of the permanent public record.

THE RECORD:

Brief delivered: [date and time]

Officials served: [names]

Delivery confirmation: [logged, verified — link]

Official response: [Summary of response]

Pragma assessment: [Did it address the specific asks?]

Verified co-authors: [number] Rhode Island residents

This matters beyond whether the response was satisfactory.

For the first time, elected officials received a formal brief from verified constituents — with a public deadline and a recorded response requirement. One of them responded.

That is the mechanism working.

— The Pragma Team

National Expansion — 'What Happened in Rhode Island'

EMAIL SPECS

TRIGGER:

30 days after B4 closes, for national waitlist subscribers who have not converted.

SUBJECT LINE OPTIONS:

- 'Pragma is coming to your state. Here's what happened in Rhode Island.'
- 'The RI experiment worked. You're next.'
- '30 days ago, we proved it. Here's the record.'

PREVIEW TEXT:

'Verified. Delivered. Permanent. Here's the full story.'

TIMING:

30 days post-countdown close. Allows time for the RI results to be real, documented, and shareable before the national ask.

PRIMARY CTA:

'Join the national founding member waitlist →'

NATIONAL WAITLIST FOUNDING MEMBER BENEFITS:

- First access before public launch in your state
- Vote on the first brief issue in your state
- Your name on the founding accountability record

RE-ENTRY RULE:

One send. If no conversion, suppress from this track. Re-enter only when state launch is confirmed.

BODY COPY

Thirty days ago, Pragma delivered its first verified policy brief to Rhode Island officials.

Here's what happened.

[Number] verified Rhode Island residents co-authored a formal policy brief on the Washington Bridge. Delivered through a cryptographically logged pipeline. A 14-day public countdown ran. [Response outcome]. The record is now permanent.

You can read it here: [link to dashboard record]

That was the proof of concept. It worked.

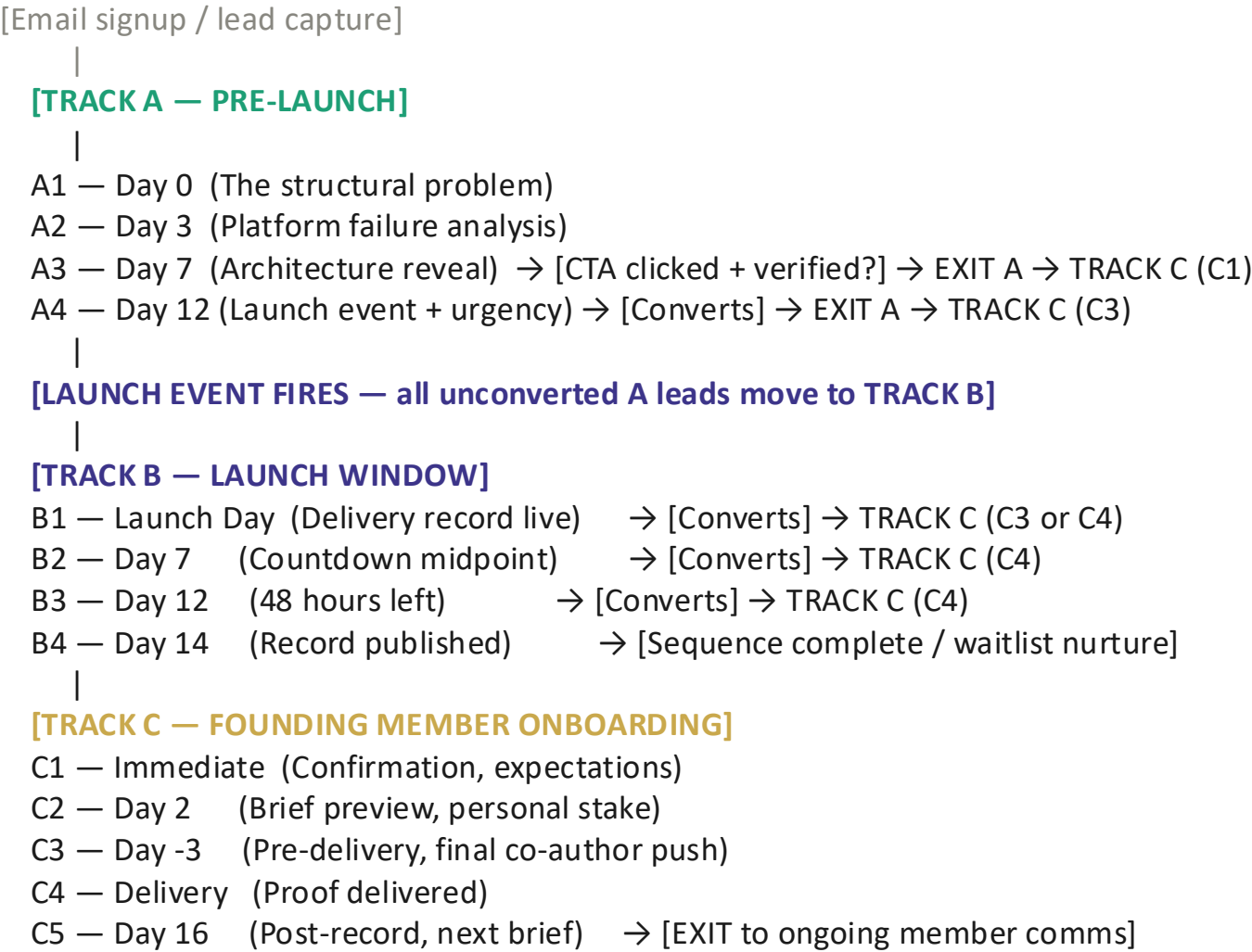
Pragma is now planning its next launch market. When we launch in your state, founding members get first access, a vote on the first brief issue, and their name on the founding accountability record.

The record in Rhode Island is permanent. The next one is coming.

— The Pragma Team

Sequence Flow, Branching Logic & Exit Conditions

FULL FUNNEL FLOW



SUPPLEMENTAL BRANCHES:

- Drop-off re-engagement → Day 3 post-CTA-click, verification not complete
- B4 No Response version → Day 14 if no official response
- B4 Response version → Day 14 if official responded
- National waitlist re-entry → Day 30 post-countdown close, national non-converts

Exit Conditions, Suppression & Re-entry Rules

EXIT CONDITIONS & BRANCHING

Track A exits:

Any lead who completes identity verification exits Track A immediately → Track C.

Track B exit:

Verified members exit. Unconverted leads complete the track then flow to national waitlist nurture (30-day re-entry).

Track A → Track B transition:

When launch event fires, all unconverted Track A leads move to Track B. Track A emails stop sending.

Track B entry point:

B1–B4 converts → Track C at appropriate entry point based on timing:

B1 or B2 convert (before delivery) → C3

B3 or B4 convert (after delivery) → C4

Drop-off re-engagement trigger:

CTA clicked in A3 or A4 but verification not completed within 72 hours. One re-engagement send only.

A1 non-opener:

Resend A1 with alternate subject line on Day 2, then continue sequence from Day 5.

SUPPRESSION & RE-ENTRY RULES

Suppression rules:

- Do not send Track B to anyone already in Track C
- Do not send Track A after the launch event fires
- Do not send any email to unsubscribers
- Suppress anyone with a support inquiry in the last 48 hours from urgency emails (A4, B3)

Re-entry rules:

Track C does not repeat — flows into ongoing member communications.

National waitlist subscribers who did not convert receive the 30-day re-entry email when the next brief cycle opens.

No re-entry for Track A or B unconverted leads beyond the national waitlist re-entry email.

B4 version selection:

Prepare both No Response and Response versions in advance. Select and send based on official response status at countdown end. Do not send both.

Reporting cadence:

Weekly for first 6 weeks. Monthly after. Watch A2 → A3 drop-off closely — that is the highest-stakes handoff. If CTR falls below 5% at A3, the architecture email needs simplification.

Benchmarks, A/B Tests & Metrics

TRACK	EMAIL	EXPECTED OPEN RATE	EXPECTED CTR	CONVERSION BENCHMARK
A — Pre-launch nurture	A1–A4	35–50%	6–12%	8–15% of track to verification
B — Launch window	B1–B4	40–60%	10–18%	15–25% of track to verification
C — Founding member onboarding	C1–C5	60–80%	15–30%	N/A (already converted)
Supplemental: Drop-off	One send	30–45%	15–25%	10–20% verification completion
Supplemental: B4 versions	Day 14	45–65%	12–20%	5–10% next-brief CTA
Supplemental: National waitlist	Day 30+	25–40%	8–15%	10–20% waitlist-to-verify (future state)

A/B TEST	WHAT TO TEST	SPLIT	MEASURE
A1 Subject Line	Curiosity-based ('The problem with every petition') vs. direct indictment ('Why nothing you've sent to your senator has worked')	50/50	Open rate at 48 hours
A3 Email Format	Long-form architecture email (current) vs. short-form with 'read the full breakdown' CTA linking to landing page	50/50	CTR + downstream verification conversion
B1 Lead-with-evidence vs. emotion-first	Evidence version (delivery data first) vs. emotion version ('For the first time, officials cannot pretend they never got it')	50/50	Open rate + delivery record link CTR
C1 Member number personalization	Include member number ('You're member #47 in Rhode Island') vs. not included	50/50	Reply rate and C2 open rate (engagement proxy)

PRAGMA

by the people. for the people.

13 emails. 3 tracks. 35 days.

From the first email that names the problem
to the founding member who watched the record go permanent —
every send has one job: prove the architecture works.

The politician cannot pretend they never got it.