

# Roll Memberships Launch Playbook

Supercharge your Memberships launch



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🎉 Congrats on locking your Memberships launch date!

# Let's supercharge your Memberships launch in 5 phases

Check it out 🙌

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GET XYZ	USE ETH
Gold	0.30 ETH
Silver	0.15 ETH
Bronze	0.08 ETH

Available 3MM XYZ

2022 SATURDAY 10 DEC 14:00 EST

Memberships

\$ XYZ  
Minted by John Wick

Roll Memberships

01

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## Tell your story

With Membership tiers, perks and numbers

Jump to it 

02

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## Marketing strategy

Use allowlists, POAPS and collabs

Jump to it 

03

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## Announce Memberships

With giveaways and telling your story

Jump to it 

04

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## Launch Memberships

With token-gated perks and membership tiers

Jump to it 

05

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## Community Engagement

With benefits, Web3 integrations and collabs

Jump to it 

# 01

## Tell your story

With Membership tiers, perks and numbers

### PHASE 1 CHECKLIST

-  Membership Numbers Sheet
-  Join the **Roll Discord** private channel to brainstorm with other creators launching Memberships



## Design tiers & perks

Take some time to design the membership tiers that fit your community. Some things to think about:

- Lots - price & no. of lots
- Tokens in each lot
- Tiers
- Perks
- Membership time period

 We're here to help: [support@tryroll.com](mailto:support@tryroll.com)



## Finalize numbers

Communicate with the Roll team to finalize your Memberships numbers. Have a target of how much ETH you want to generate from the launch.



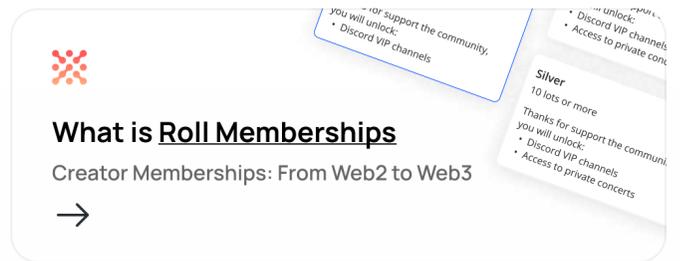
## Tell your story

Share the why (your purpose), the how (your actions) and the what (process) of your membership launch and community. Storytelling is everything. Example below 📌

We are saving fish in Tampa from getting caught in plastic nets (the why) by creating DIVER DAO (the how) and gathering divers to remove the plastic (the what).

- 1 ETH to become a Diver, get 10k \$DIVE and help shape the DAO
- 2 ETH to become a benefactor and get 20k \$DIVE
- 0.5 ETH to become supporter and get 5K \$DIVE

## RESOURCES



 **What is Roll Memberships**  
Creator Memberships: From Web2 to Web3  
→

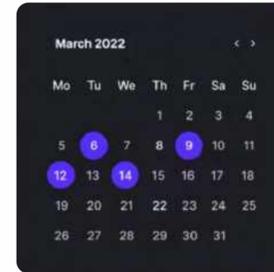
# 02

## Design your marketing strategy

With giveaways and an allowlist

### PHASE 2 CHECKLIST

-  Finalize giveaways



## Set up giveaways & grow your allowlist

The Memberships allowlists feature is a great way to reward long-time supporters and give them early access to your launch.

The FOMO can be real with digitally scarce on-chain membership. Creating an allowlist lets people publicly signal their support. A major key for a successful launch!

### RESOURCES



Run giveaways on [Mintparty](#) to grow your allowlist



Grabbing a wallet address and adding it to your allowlist is the purpose of a giveaway.

You can use platforms or collaborate with other groups. Some examples below 📌

- Twitter (comment your wallet address)
- Discord (reward community activity)
- Collab (give other communities access)



How to set up POAP with Twitter Space



# 02

## Design your marketing strategy

With POAPs and collabs

### PHASE 2 CHECKLIST

-  Plan your event calendar and use POAPs
-  Plan for collabs with other projects
-  Get marketing assets ready



## POAP it

POAPs are NFT badges given to people to prove their attendance at an event. Use POAPs to rewards attendees of a talk, hangout or event and add these addresses to your Memberhips allowlist.



## Collab-a-lot

- Partner with other projects, DAOs and communities to add new wallet addresses to your allowlist
- If you like a larger Web3 community, consider taking a snapshot of wallet addresses and adding to your allowlist
- 🙌 Roll's here to help as well! Let's collab on giveaways, events and collabs for your launch

# Marketing assets examples

**MOR'S ALIENS**

**Mint Schedule**

- WL Winners Announcement: 4:30PM EST
- Whitelist Winners Mint: 6PM EST
- Public Mint: 6:30PM EST

Illustration of five colorful cartoon alien characters at the bottom.

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# 03

## Announce Memberships

With giveaways and telling your story

### PHASE 3 CHECKLIST

-  Announce Memberships
-  Run events, collabs and giveaways
-  Make sure your allowlist is growing!
-  Share the Why of your Membership on social



## Make the announcement

Start to announce Memberships to your community! You can start with a giveaway tweet for your allowlist like the below:



## Keep your community engaged

Build excitement around the Memberships launch, run fun events like trivia parties, Twitter Spaces and Discord events to keep your community active and excited.

## RESOURCES



## Get ready to tell your story

Be able to tweet and post about your social token and your memberships from your launch.

👏 We're happy to like, repost and blast your launch out to our email list! Tag us at [@tryrollhq](#) so we can share.

# 04

## Launch Memberships

Once your numbers are finalized with social tokens in your Metamask

### PHASE 4 CHECKLIST

-  Deploy your Memberships contract
-  Update your allowlist before each phase
-  Set up token-gated channels to welcome members
-  Keep making buzz around social media! It's a marathon, not a sprint



## How to deploy your contract

- Make sure you have the right amount of tokens in your Metamask wallet to put into the Memberships contract
- Double check all numbers before deploying the contract
- Schedule a time with our team if you want live support when deploying

### Points of contact



@Ellie

VP of Product & Ops @ Roll  
ellie@tryroll.com



@Adidust

Discord Lead @ Roll  
adidust@tryroll.com



### RESOURCES



Community Guide: How to use Roll Memberships



# 04

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## Launch Memberships

With token-gated perks and keeping your community up to date



### Make it. Gate it.

#### Set up token-gates for each tier

It's a good idea to have a community server like [Geneva](#) or Discord, or use a platform like [Bonfire](#) to keep in touch with members.

Set up roles with token-gates for each tier so when people purchase memberships, they can join your community.



### Let 'em know

#### Keep your community informed

- Make sure people in the community know whether they are on the allowlist, give multiple opportunities to join
- Make sure people know the mint schedule, both the allowlist and public phases
- Provide a step-by-step guide on selecting different tiers and claiming membership



### Spread the word

It may take time, sweat, and a bit of brains.

Keep spreading the word on your membership and engaging your community. Memberships can run as long as you want but 6-12 months is an average length.

👏 We'll have a running calendar of all Memberships announcements to keep spreading the word!

# 05

## Keep your community engaged

With exclusive benefits, Web3 integrations and collabs

### PHASE 5 CHECKLIST (NICE TO HAVE)

-  Set up a landing page on Roll partner apps
-  Start thinking about liquidity with [Roll Staking](#)
-  Roll creators help each other! Collab on other Membership and Staking projects



## Get liquid. Web3 is the wave.

### Web3 integrations for your token

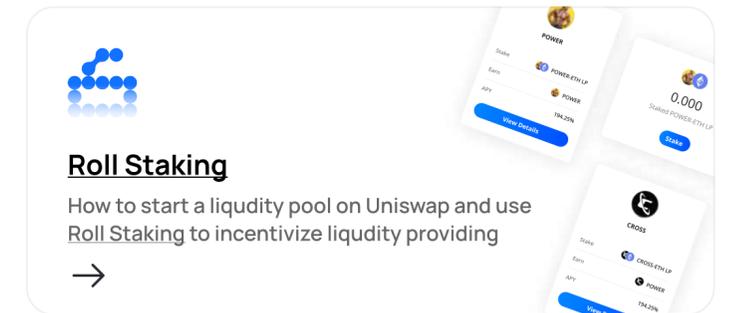
Roll partner applications like [Bildr](#) and [Bonfire](#) allow you to set up a landing page for your social token with descriptions and membership information.

### Collab to unlock new possibilities

In Web2, communities collaborate by going on each other's channels, events or songs to grow their community.

In Web3, you can collaborate with communities by participating in their Membership launches and giving cross community benefits. Example: \$TOM Memberships can also get benefits from the \$DAVE community.

## RESOURCES



**Roll Staking**  
How to start a liquidity pool on Uniswap and use [Roll Staking](#) to incentivize liquidity providing  
→

### Use Roll Staking for liquidity

ERC20 tokens like yours can become tradable by creating a liquidity pool on Uniswap or other DEXes

You can then create a [Roll Staking](#) contract that enables users to stake YOURTOKEN-ETH LP tokens and receive YOURTOKEN as a reward to build liquidity in your community.



## You did it!

Keep your biggest supporters engaged

Make sure your members can redeem exclusive benefits and join the token-gated channels and platforms.

Roll partner applications like [Tellie](#), [Geneva](#) and [Bonfire](#) allow for token-gated video, posts and chat for members.



Members can stay engaged and a part of the community on token-gated platforms.



# We've got you, just let us know!

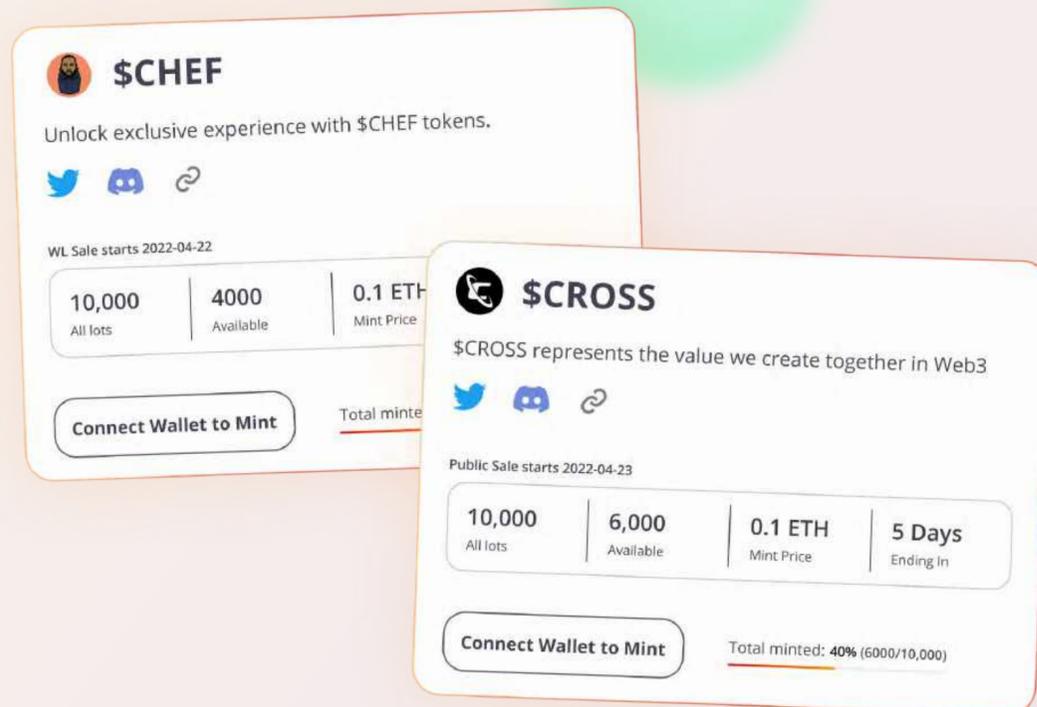
## Where Roll can help

Ping us, we are one dm or email away!

- Lock a Memberships launch date
- Provide Memberships launch guide & resources
- Finalize Memberships inputs
- Jam on launch strategy
- Foster cross-community collab opportunities
- Run Twitter Space events
- Announce your launch in Roll's Memberships calendar & Roll's newsletter

### Ask us about

- Deploying Smart Contracts
- Launch strategy
- Events & collab
- Building your ecosystem
- Intros to partners



# Launch Timeline



**Phase 1**

Phase

01

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**Tell your story**

With Membership tiers, perks and numbers



**Phase 2**

Phase

02

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**Marketing strategy**

Use allowlists, POAPS and collabs



**Phase 3**

Phase

03

---

**Announce memberships**

With giveaways and telling your story



**Phase 4**

Phase

04

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**Launch memberships**

With token-gated perks and membership tiers



**Phase 5**

Phase

05

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**Community engagement**

With benefits, Web3 integrations and collabs

# Useful tools & guides



How to set up giveaways on [Mintparty](#)



How to set up a [POAP](#) with Twitter Space



How to tell your story

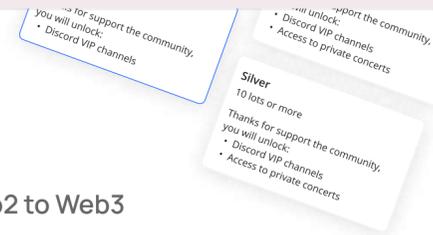


Community Guide: How to use [Roll Memberships](#)



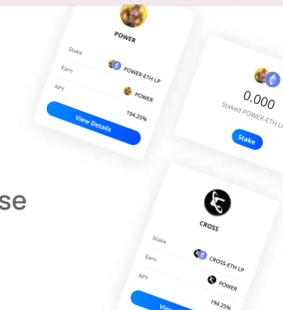
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Creator Memberships: From Web2 to Web3



[Roll Staking](#)

How to start a liquidity pool on Uniswap and use [Roll Staking](#) to incentivize liquidity providing



Want to get in touch? Contact us 📧



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Discord Lead @ Roll  
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# Case Study: Diver DAO



Storytelling is everything.

## For your membership launch

### Share the Why

Your purpose

### Share the What

Your process

### Share the How

Your actions

We are saving fish from getting caught in plastic nets in Tampa (why) by creating DIVER DAO (how) and gathering divers to remove the plastic.

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## Memberships

Use ETH	Get DIVE
Gold	0.3 ETH
Silver	0.15 ETH
Bronze	0.08 ETH
Total	3MM DIVE

**\$DIVE**  
Minted by Diver DAO

2022  
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# Thanks!

Feel free to reach out



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