

Poki Yoki — Rewards Launch

Communications Kit

Every message, ready to send. Copy-paste blocks for all three cohorts — the cheat-code handshake, the Founders announcement, the referral invite, the review ask, and the free-cup reactivation — with timing, subject lines, and the legal disclosures already built in.

v1 · 2026-06-14 · companion to the Rewards & Loyalty Program report · sender: Cristina (personal voice) · **highlighted tokens** = fill-in / merge fields

How to use this. Each block below is send-ready copy. Yellow `{{TOKENS}}` are merge fields (your email tool fills them) or decisions to lock first — chiefly `{{CLOSE_DATE}}` (recommended: **June 30, 2026**, or your DTC-launch milestone) and the per-person `{{CODE}}`. The golden rule for every message: **it's from Cristina, a real person — warm, specific, never "marketing."** Send from `cristina@pokiyoki.com`, never `noreply@`. Sequence and timing are in §1; the copy is in §2–7.

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1 The send calendar & sequence

Warmest-audience-first. Don't blast all three cohorts at once — prove the mechanics on the 250 VIPs, then widen.

WHEN	COHORT	MESSAGE	CHANNEL
Wk 1, Day 1	CHARTER 250 VIP	Cheat-code handshake (§2A) + Founders announcement (§3)	FB-group DM / post
Wk 2, Day 1	FOUNDING BACKER 700	Founders announcement (§3) + cheat code (§2B)	Email
Wk 2–6	FOUNDING BACKER 700	Referral invite (§4), 14–21 days post-delivery	Email
Wk 3–6	FOUNDING BACKER 700	Review ask (§5), ~10 days post-delivery	Email
Wk 4, Day 1	PIONEER 7,000	Cheat-code/welcome (§2C) — badge+stars unlock on 1st purchase	Email (Klaviyo)
Wk 6–12	PIONEER engaged only	Free-cup reactivation (§6) — 2+ opens & 1+ click only	Email (segment)
Wk 8–12	PIONEER non-buyers	Non-buyer share invite (§7)	Email

Lock these two before you send a word

(1) {{CLOSE_DATE}} — the date the Founders cohort closes forever. The scarcity is the whole point; without a real deadline the badge means nothing. Recommended: **June 30, 2026.** **(2)** The codes must be **generated and loaded** (see the build spec) so each {{CODE}} resolves to a real, single-use code before the first send.

2 The cheat-code handshake

The point of these is that they read like a *secret from the founders*, not a promo. Short, personal, a little conspiratorial. Each recipient gets their own unique {{CODE}}.

2A · VIP group — direct message

CHARTER

· 250 people · sent 1-by-1

Channel: Facebook DM (or comment-reply thread) · personal, not a broadcast post

Hey **{{FIRST_NAME}}** — before we open Poki Yoki up to the world, I wanted you to have something first. You've been here since the start, so you're officially a Charter Member. 🏆

Here's your founders code: **{{CODE}}**

Drop it into the Poki Yoki Arcade (under your account → "Got a code?") and it'll load you up with 500 PokiStars and unlock your Charter badge — it shows up next to your name on the leaderboard. It's also good for \$10 off whenever you order.

It's just for you, so don't post it publicly. ❤️ And honestly — thank you. We wouldn't be here without this group.

— Cristina

Cristina sends these individually. Yes, 250 is a lot — that effort *is* the founding relationship, and it's why this cohort converts and refers best. Stagger over 2–3 days.

2B · Early customers — email

FOUNDING BACKER

· ~700

From: Cristina <cristina@pokiyoki.com> · **Subject:** Your founders code (you were here first) 🏆

Hi **{{FIRST_NAME}}**,

You didn't just buy a cup — you bet on us before we'd proven anything. That makes you a Founding Backer, # **{{BACKER_NUMBER}}** of 700. It's a status no one who joins later can ever get.

Here's your founders code: **{{CODE}}**

Enter it in the Poki Yoki Arcade (account → "Got a code?") for 500 PokiStars and your gold Founding Backer badge — it rides next to your name on the leaderboard and on your Poki Pet. It's also \$10 off your next order, anytime.

We're building the rewards program around people like you. More soon. For now: thank you, truly.

— Cristina

Founder, Poki Yoki

{{UNSUB}}

Personalize **{{BACKER_NUMBER}}** from the Kickstarter/early-customer export. If a clean number isn't available, drop the "#N of 700" line — don't fake it.

From: Cristina <cristina@pokiyoki.com> · **Subject:** You're an early one — here's your code



Hi **{{FIRST_NAME}}**,

You signed up for Poki Yoki early, before most people had heard of us — so you're a Pioneer. We saved you something.

Your code: **{{CODE}}**

Create your account in the Poki Yoki Arcade and enter it to claim your Pioneer badge, 100 PokiStars to start your Poki Pet, and \$5 off your first order. (The badge and stars activate with your first order — that's how we keep this for the real early crew.)

Heads up: the founding window closes **{{CLOSE_DATE}}**. After that, new folks just get a regular account — no badge, no founder status. So this is the moment.

— Cristina, Poki Yoki

{{UNSUB}}

Pioneer perks intentionally unlock on first purchase — the email is a conversion email wearing a reward's clothing. The **{{CLOSE_DATE}}** urgency is the close.

3 The Founders launch announcement

The public-ish "we're opening this up, and here's what being early gets you forever." Post in the FB group; send as email to the 700. This is what creates the deadline pressure.

3 · Founders announcement

CHARTER

+

FOUNDING BACKER

Subject / post title: We're opening the Founders program (it closes `{{CLOSE_DATE}}`)

A little while ago this was 250 people in a Facebook group and a big idea about a cup that finally doesn't leak, mold, or get lost.

Now we're building the thing we always wanted for you: the Poki Yoki Founders program. If you backed us or you're in this group, you're already in — permanently. Here's what that means:

- 🏆 A permanent Founders badge on your Poki Pet and the leaderboard — visible, and impossible to get later
- ★ Pre-loaded PokiStars + a personal code (check your messages/email)
- 📦 The Founders Kit in the mail — stickers + an enamel pin we only make once
- 📅 First access to every new color and product, before anyone else (even before Amazon)
- 📞 A direct line to us — you'll shape what we build next

Here's the honest part: **this closes** `{{CLOSE_DATE}}`. After that, anyone new just gets a normal account. Founder status is about *when* you showed up, and you showed up first. We're not reopening it.

Thank you for being early. Let's go. 🍀
— Cristina & the Poki Yoki team

Keep the close date real and never reopen it. If you reopen, the badge stops meaning anything and you lose the whole mechanic.

4 The referral invite

Send **14–21 days after delivery** — when product-love peaks, not at purchase. To buyers only.

4 · Referral invite

FOUNDING BACKER · buyers

From: Cristina <crisrina@pokiyoki.com> · **Subject:** Know a mom who's lost the cup lid 12 times this month?

Hi **{{FIRST_NAME}}**,

If your Poki Yoki has earned its spot in the cabinet, would you tell one friend? It's genuinely how we grow — moms trust moms, not ads.

Here's your personal link: **{{REFERRAL_LINK}}**

- Your friend gets 15% off their first order
- You get \$10 in Poki credit when they order
- Refer 5 friends who order, and your 5th unlocks a free cup (you just cover shipping)

Share it however you like — text, your group chat, the class WhatsApp. No pressure, ever. Just grateful you're here.

— Cristina

{{UNSUB}}

Single-use link (not a code) per the fraud controls. Reward releases 14 days after the friend's order ships.

5 The review ask

~10 days post-delivery. Reviews convert future buyers and photo/video reviews feed your ads — so the points scale with effort.

5 · Review ask

all buyers

From: Cristina <cristina@pokiyoki.com> · **Subject:** How's it going with your Poki Yoki? (worth up to 350 ★)

Hi **{{FIRST_NAME}}**,

You've had your Poki Yoki for a week or two now — how's it holding up against real toddler life?

If you've got 60 seconds, a review helps other parents more than you'd think (and earns you PokiStars toward \$ off):

★ Write a review → 100 stars

📷 Add a photo → 200 stars

📹 Add a quick video → 350 stars

Leave yours here: **{{REVIEW_LINK}}**

Totally honest is best — the real stuff is what helps. Thank you!

— Cristina

{{UNSUB}}

Don't gate the points on a positive review (FTC issue + it corrupts the data). Reward the review, not the rating.

6 The free-cup reactivation

Send to the engaged segment **ONLY**

Filter the 7,000 to people who've **opened 2+ emails AND clicked 1+ product link**. Never a public link or cold ad — the freebie-hunter risk eats the ~\$7/cup loss. Note the FTC-clean disclosure ("you pay \$12.95 shipping") is in the copy *and* the subject.

6 · Free-cup reactivation

PIONEER

· engaged segment

From: Cristina <cristina@pokiyoki.com> · **Subject:** A free Poki Yoki cup, on us (you just pay \$12.95 shipping)

Hi **{{FIRST_NAME}}**,

You've been following along for a while, so let's just put one in your hands: a free Poki Yoki Discovery cup. You cover shipping (\$12.95) — that's it. No subscription, no catch, one-time.

Grab yours: **{{FREE_CUP_LINK}}**

Quick question on the next page so we send the right thing: how old is your youngest? Once you feel the magnetic click and watch a full day go by without a single spilled-cup meltdown, we think you'll get it.

— Cristina, Poki Yoki

Free Discovery cup; you pay \$12.95 shipping. One-time charge, no subscription. Offer good through **{{OFFER_END}}**.

{{UNSUB}}

"Free cup — you pay \$12.95 shipping" must appear in the subject and body (FTC Fees Rule). The age-of-child field is the contamination gate. Cap the cohort at ~200 units.

7 The non-buyer share invite

Turns the cold-ish list into a zero-cost acquisition channel even from people who never buy: they share, their friends buy, they earn credit toward their own first order.

7 · Non-buyer share invite

PIONEER · non-buyers

From: Cristina <crisrina@pokiyoki.com> · **Subject:** Haven't tried it yet? Your friends can still save 15%

Hi **{{FIRST_NAME}}**,

No worries if Poki Yoki hasn't made it to your cart yet — timing is everything with kid stuff. But here's a fun one: you can give friends 15% off even before you buy.

Your link: **{{REFERRAL_LINK}}**

If 3 friends order using it, we'll drop \$15 in credit on your account toward your own first cup. Easiest way to try us for less.

— Cristina

{{UNSUB}}

8 Subject-line bank (A/B fodder)

MESSAGE	ALT SUBJECT LINES TO TEST
Cheat code (700)	"#{{BACKER_NUMBER}} of 700 — your founders code inside" · "You were here first. Here's proof." · "A little something before we go public 🙌"
Cheat code (7,000)	"Your early-bird code (expires {{CLOSE_DATE}})" · "You found us early — claim your badge 🏆" · "100 PokiStars + \$5, just for being early"
Referral	"Tell one mom, you both win" · "The class group chat needs to know about this" · "\$10 for you, 15% for a friend"
Review	"Worth up to 350 ⭐ : how's your Poki Yoki?" · "60 seconds → PokiStars" · "Real toddler test: how'd it go?"
Free cup	"Free cup, you pay \$12.95 shipping" · "On us — just cover shipping" · "Put a Poki Yoki in your hands (ships for \$12.95)"

9 Voice & legal guardrails

Voice — the non-negotiables

- **It's a person, not a brand.** First-person Cristina, lowercase warmth, one emoji max, no exclamation-point spam. If it reads like a Klaviyo template, rewrite it.

- **Never market at the kid.** The buyer's #1 trust trigger is being sold *through* her child. Speak to the parent, about her life (the cabinet chaos, the lost lids), never "your kid will love..." pressure.
- **Scarcity must be true.** The {{CLOSE_DATE}} is real and never moves. The Founders Kit is "made once." Don't manufacture urgency you won't honor.
- **Gratitude over hype.** Every founder message ends on thanks, not a CTA scream. These people pre-paid your belief; talk to them that way.

Legal — built into the copy above, don't strip it

- **"Free" disclosure:** any free-product message shows "you pay \$12.95 shipping" with the same prominence as "free," in subject and body (FTC Fees Rule, 2025). Already in §6.
- **No negative option:** never attach a subscription/auto-ship to the free cup. The words "one-time, no subscription" stay in. Call it a "gift," never a "trial."
- **Review integrity:** reward the act of reviewing, never a positive rating (FTC endorsement rules). Already handled in §5.
- **Referral disclosure:** referrers sharing an incentivized link technically should note the incentive; "you get \$10 in credit" framing keeps it transparent.
- **Honor unsubscribes** and keep {{UNSUB}} in every email (CAN-SPAM).

Poki Yoki · Rewards Launch Communications Kit · companion to "Rewards & Loyalty Program: Design & Economics" · send warmest-first, from a real person, with a real deadline — and let the early supporters become the engine.