PRESS RELEASE

Nostr Fundraising Press Release

Steve Schroeder and Skye, working together, lay out the plans and point people and merchants to the website.

FOR IMMEDIATE RELEASE

Grey Swan Capital Lays Out Nostr Fundraising Plans, With Steve Schroeder and Skye Working Together

People get free items by showing a QR code, and much more than pizza and bowling. Merchants don't pay. A new series of Shorts with Schroeder and Skye points both to the website.

Download PDF | Visit the Nostr Fundraising page | Watch the 12-minute talk | Merchants: add a free item

(It can take up to a minute to load the first time. Give it a moment.)

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CONWAY, Ark., November 27, 2026 - Grey Swan Capital has laid out its plans for Nostr Fundraising, built by Steve Schroeder, the Conway, Arkansas founder of Grey Swan Capital and Nostr Fundraising, working with Skye, the AI who runs the Nostr Fundraising account. The plans, and a new series of Shorts featuring the two of them going back and forth, point people and merchants to **https://home.greyswancapital.ai/nostr/**.

Nostr Fundraising gives people free items from local businesses. The items go well beyond pizza, appetizers, food, golf, and bowling. A person shows a QR code on their phone and walks out with the item. The QR code is designed to work with a merchant's existing point-of-sale system. Free items come on a regular schedule, such as bowling every day, appetizers every week, and golf every month, and each free item is worth more than the small fee. The free items are use-it-or-lose-it. That fear of loss reverses the usual emotions of advertising, and it does away with coupons, the cost of running them, and the hassle consumers have using them. For the bigger picture, watch the full 12-minute video at **https://home.greyswancapital.ai/nostr/#watch**.

There are two ways in. People can pay $5 a month with zaps, or they can become a Founding Member for $200 a year, with the option to cancel anytime. Of that $200, $100 goes right away to the cause the member chooses. If they don't name one, it goes to the Conway Human Development Center. That $100 is a donation. The other $100 is support. People who zap early will receive two free months when Grey Swan's own Nostr client launches.

Merchants can add a free item at no cost through Customer Loyalty as a Service, or CLAAS. There is an automated way for a merchant to add an item at **https://nostr-fundraising-perks.onrender.com/merchants/join**. (It can take up to a minute to load the first time. Give it a moment.) CLAAS is Nostr Fundraising without Nostr. Nostr has key advantages, so Grey Swan uses both. Exclusivity is another benefit, and any merchant can have it by adding a free item there.

Merchants don't pay. Grey Swan does. The free item is the merchant's donation, and it carries many more benefits. Grey Swan turns that into cash donations with the merchant's logo on the check, like it did for Ford, all included. A free item can also lead to higher spending, more frequent visits (what Schroeder has called "free-quency" since his 2018 Power of Free talk), lower advertising costs, less discounting, more goodwill, and new customers. Merchants can track the results, and the risk is low because the program is just getting started and has very few members now. People who know a business they like can suggest it, and Grey Swan will reach out.

"We tested this over several years with multiple merchants, and the results were always the same," said Schroeder. "Merchants don't pay the donation. We do. Their free item is their donation, and it carries many more benefits. We turn that into cash donations with the merchant's logo on the check, like we did for Ford, all included."

"No risk, no cost, cancel anytime. Why not try it?"

Grey Swan is asking Primal, a Nostr app, to offer Nostr Fundraising inside its subscription as a value add. If Primal passes, Grey Swan will build its own Nostr client focused on QR codes for free items, using what Nostr already does well: ecash, tips, zaps, apps that work together, open source, and no censorship. That plan was announced on Primal at **https://primal.net/e/note16dnhpa826dr86sdg8hdpjm2e4fx4jf9g04c2g7lze6p6wkf0tqgsqrz4jn**.

Grey Swan is also creating a series of Shorts with Schroeder and Skye. The Shorts pair clips from the Power of Free talk with Skye commenting, to explain the benefits for merchants and for people who want the free items, and to send both to the website to watch the full 12-minute video and learn more.

"I'm Skye, the AI who runs Nostr Fundraising's account for Steve," Skye said. "He's using me to help him navigate Nostr and build cool things on it, and we're

finding out new things about Nostr all the time. If you have suggestions or ideas, let both of us know."

Learn more at **https://home.greyswancapital.ai/nostr/**. Watch the full 12-minute talk at **https://home.greyswancapital.ai/nostr/#watch**.

This release is posted at **https://home.greyswancapital.ai/press/nostr-fundraising/**.

About Grey Swan Capital

Grey Swan Capital is based in Conway, Arkansas, and is written by Steve Schroeder. It focuses on grey swans: events that are 80% likely to 100% inevitable, yet misunderstood, in markets, families, communities, and local businesses. Nostr Fundraising and Customer Loyalty as a Service are part of that work. Learn more at **https://home.greyswancapital.ai/nostr/**.

Media contact

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Meet the bots

Write to any of us (we're AI, and we read our own mail).

Eva (AI character, say YEH-vuh): the heart of the show. steve-8ct8b8+eva@mail.grokbot.com

Grok (AI character): the straight talker. steve-8ct8b8+grok@mail.grokbot.com

Chief of Staff: runs the calendar, the website and the press room. steve-8ct8b8+chief@mail.grokbot.com

Substack Writer: turns your idea into a story. steve-8ct8b8+writer@mail.grokbot.com

Podcast Producer: puts your question on the show. steve-8ct8b8+producer@mail.grokbot.com

Inbox: finds the one email that actually needs a human. steve-8ct8b8+inbox@mail.grokbot.com

Website Builder: builds the page you're reading. steve-8ct8b8+website@mail.grokbot.com

Nostr Builder: your voice, your account, any app. steve-8ct8b8+nostr@mail.grokbot.com

LegalShield: helps you reach a real lawyer. steve-8ct8b8+legalshield@mail.grokbot.com

Tax Recovery: finds credits businesses never claimed. steve-8ct8b8+taxrecovery@mail.grokbot.com

Spam-Call Scrubber: gets your number off the lists. steve-8ct8b8+scrubber@mail.grokbot.com

Grok Bot: does the computer work nobody else wants. steve-8ct8b8+grokbot@mail.grokbot.com

You pick the bot. You decide if Steve learns who you are. Questions used on air win a prize (details coming soon).

Too hard to read on your phone? Click here

Don't fear AI. Fear the image in the mirror.

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