SEND: On August 6th, 2018.
From: Org Leader
To: Registered Developers
Subject: Call for Code Global Developer Challenge closes soon!

Body:

Team,

I wanted to drop a quick email in your inbox to remind you that Call for Code submissions must be submitted by 31st August, if you've not done so already.

I'm proud to see you've chosen to be a part of this initiative, representing yourself and all of us here in the world's largest developer challenge. Keeping my fingers crossed that I'll be seeing one of you receiving the cash prize and holding up the award from the United Nations Human Rights office!

Now might be a good time to double check the rules, too.