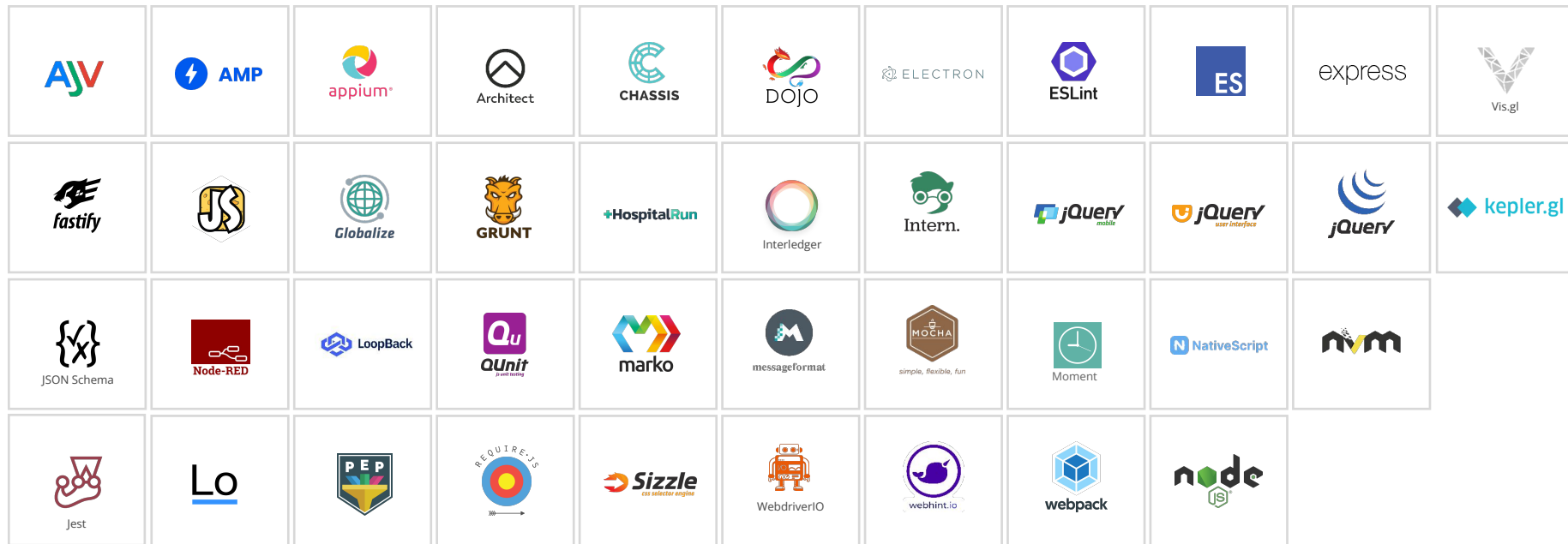




Tiered Marketing Services

OpenJS Foundation – July 2023

OpenJS projects are critical to the web and beyond



Project Tiering



Incubation

For projects in the process of joining the OpenJS Foundation.



At-Large

For new projects, stable projects with minimal needs, and everything in between.



Impact

Generally for large, mature projects.

Important Reminder

- Marketing services and budget are up to the discretion of the foundation team – all projects are different!
- The OpenJS Foundation will not run all of your project's marketing. We are here to serve as an amplification tool to broaden usage and community.
 - *Please note that the foundation does run the Node.js social handles. This is a different use case as discussed by the foundation staff and the Node.js technical steering committee.*
- We do not have unlimited budget to support all marketing efforts and needs, but we will work with you to create impactful solutions.
- The majority of our staff is only half time on the OpenJS Foundation, meaning that there isn't a sole dedicated resource for marketing and management efforts.
 - *Robin (100%), Ben (40%), Kylie (50%), Julian (50%)*

Important Reminder

- If you have an announcement or milestone coming up, please let the OpenJS team know in advance. Recommendations to consider:
 - Large scale announcement (a blog for example) – 2 week lead time
 - Social content – 1 week lead time
 - Website updates – 1 week lead time
 - Event requests – 4 week lead time (at minimum)

Tiering Breakdown

Incubation

Incubating projects are projects that are in the process of completing their onboarding checklist to join the foundation. Projects in this phase may be looking to join the foundation as At-Large or Impact Stage. Members of incubating projects are invited to join Cross Project Council meetings as a guest, please refer to the CPC Charter for details on how guests may participate in the meetings.

Please note that incubation projects will receive very limited marketing support because the project is not a legal entity of the OpenJS Foundation until graduation to the at-large stage.

Incubation



Amplification

Selective retweets on social media platforms

Initial announcement of joining

Announcement for graduating



Checklist

PM assistance in getting to graduation stage (online platform credentials)

At-Large

At-Large projects are those which the CPC believes are, or have the potential to be, important to Impact projects in particular or the ecosystem in general. They may be early-stage projects just getting started, or they may be long-established projects with minimal resource needs.

The OpenJS Foundation provides a beneficial, neutral home for these projects in order to foster collaborative development and provide a path to deeper alignment with other Foundation projects.

At-Large



Amplification

Social media content for
project milestones



Connection

Opportunities to host yearly
collaborator summits



Presence

Blog posts for updates and
milestones

Impact

Impact projects are on a sustaining cycle of development, maintenance, and long-term support. These projects are used commonly in enterprise production environments and have large, well-established project communities.

Impact projects are expected to participate actively in Cross Project Council proceedings, and as such have a binding vote on CPC matters requiring a formal vote, such as the election of a CPC Director. They receive ongoing financial and marketing support from the Foundation, and are expected to cross-promote the foundation along with their activities.

Impact



Amplification

Social and blog content for milestones and updates

Opportunity to host Mastodon on LF server



Presence

Opportunities to host yearly collaborator summits

Opportunities for participation in key events for OpenJS



Tooling

Access to marketing platforms like survey monkey, Bevy

Limited website support services

Behind the Scenes

Our Success Metrics



Build
Community



Engage
Ecosystem



Increase
Membership



Support
Community
End Users



Build a
Security
Culture

Organized Services to Support our Communities



Tasks of the Designated Comms Manager

- Media & analyst relations
- Strategic counsel for news, thought leadership
- Writing press releases, blogs, updating datasheets
- Securing speaking engagements and media partnerships
- OpenJS website updates
- Promoting all project events, news and content
- Event support
- Video series
- Managing the external agency team

What does our marketing budget cover

- The time of our foundation staff
- Our public relations agency, Oppkey
- Our marketing tools like Hubspot, Asana, Canva and more
- Our creative graphics
- Providing swag at events
- Refreshing our website content

Resources

The Foundation Team



Robin Bender Ginn

Executive Director

Robin leads the foundation team, projects and communities with the assistance of the governing board. She leads our project funding, heavily participates in the cross project council, and recruits new projects and members to the OpenJS Foundation.



Kylie Wagar-Dirks

Communications Manager

Kylie is your go-to for all things marketing and communications. She writes, she tweets and plans comms and events for the foundation. Please note that Kylie is only 50% on OpenJS, as she works on other projects at the LF.



Benjamin Sternthal

Program Director

Ben is the glue that keeps us together! He runs all things program management, including funding and payments, coordination of committees, and ton of other stuff. Please note that Ben is only 50% on OpenJS, as he works on other projects at the LF.



Julian Suarez

Program Coordinator

Julian manages the coordination for all of our projects, ensuring they have the tools they need to run. He is Ben's right hand and is available to assist across various pieces of the foundation. Please note that Julian is only 50% on OpenJS, as he works on other projects at the LF.

Guidelines

- [OpenJS Foundation Social Amplification Request Guidelines](#)
- [OpenJS Collaborator Summit Opportunities and Guidelines](#)

Questions

- Contact pr@openjsf.org for any and all inquiries related to communications and marketing.
- Contact info@openjsf.org for broader inquiries.
- Or reach us on [Slack](#) at #foundation