

Mock Solicitation email

Experiment with HeroX

April 3, 2017

Structure solicitation message

Dear [First name],

[Some call to action] “Join the other members of HeroX and start working on the newest challenges on our site.”

Here are some of our HeroX heros:

- [Picture MALE]
- [First name featured user #1]
- [Bio featured user #1]
- [PICTURE FEMALE]
- [First name featured user #2]
- [Bio featured user #2]
- [PICTURE MALE]
- [First name featured user #3]
- [Bio featured user #3]


[Click here to join.](#)

Mock solicitation

Dear XXXX,

[Some call to action] Join the other members of our platform and work on the newest challenges on our site

Here are some of our HeroX heros who have already done it

Three portrait photographs of individuals. From left to right: a man with short blonde hair wearing a dark jacket, a man with dark hair wearing a maroon shirt, and a woman with dark hair wearing a light-colored top. They are all smiling.

Steven LaJolla Josh Nickerson Melissa Tiel

[follows brief description of contributions for Steven, Josh and Melissa.]

Figure 1: Solicitation example