

Mock Solicitation email

Experiment with HeroX

March 21, 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



Steven LaJolla



Josh Nickerson



Melissa Tiel

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

Figure 1: Solicitation example