Recruitment message for profiles

Dear [Username],

We are writing to invite you to participate in a research project. As part of ongoing research into online communities, we are working with HeroX to run a field experiment investigating how the composition of online communities impacts individual behavior.

We would like to feature you in an email newsletter as a HeroX participant. A profile photo and bio would be part of a panel of 3 such profiles in the email. An example with fictional participants is shown below. To participate, you will need to provide a photograph and short biography for inclusion in the panel.

This research is being conducted by the Crowd Innovation Lab at Harvard University, http://projects.iq.harvard.edu/crowdinnovationlab/home.

As consideration for your participation, we will send you a \$10 Amazon gift card.

If you are interested in participating, please go to [SURVEY URL] for complete instructions.

Thank you, The Crowd Innovation Lab at Harvard and Hero X



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Figure 1: Example panel