

Dear %FRIEND%,

Hope you've been well. Congratulations on the hedcut in the Wall Street Journal last week; it was very flattering. I'm writing on behalf of Creative Commons (CC), a favorite charity of mine. Given your interest in the transformational power of the internet, I thought you would like to learn about CC and possibly make a donation.

Their mission:

*Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation.*

Creative Commons was founded on the notion that copyright is broken; it is extremely difficult for an author to allow others to share, reuse, and remix their works. CC has created a set of licenses which empower content creators to modify existing copyright with terms such as:

- Attribution (users must cite the author)
- Non-commercial (people can reuse as long as they don't profit)
- Non-derivative (copies must be identical to the original)
- Share-alike (any remix must be published under the same CC license)

Creative Commons is actively evangelizing the licenses. So far creators, authors, and artists have published over 130 million works under CC licenses. This includes over 17 million Wikipedia articles, millions of Flickr mages, 10% of scholarly journal articles, and all of MIT OpenCourseWork. Given your science background, you may be particularly interested in CC's efforts at increasing access to data and research. You can learn more about that initiative at <http://creativecommons.org/science>

This is working toward their incredible vision:

*...nothing less than realizing the full potential of the Internet — universal access to research, education, full participation in culture, and driving a new era of development, growth, and productivity.*

I am very impressed with progress already made by Creative Commons. I encourage you to help CC further their mission by making a donation. You can also assist by publishing your blog under a CC license, this will help with CC awareness and you may gain publicity when others reuse your posts across the web.

You can learn more about CC on their website, <http://creativecommons.org/> or search for CC licensed material across the web here: <http://search.creativecommons.org/>

Regards,

Randy Lubin