

Email Templates

These email templates can be used and modified by Ecosystem Partners, Members, and Advocates to aid in recruiting new members to the Open Source Pledge. Available by request: Easily forwardable emails from Chad or Michael.

Pledge Prospect Cold Email

To	<Recipient>
Cc	chadwhitacre@sentry.io, michael.selvidge@sentry.io
Subject	Joining the Open Source Pledge

Hi <Recipient>,

I wanted to let you know about [Open Source Pledge](#), a new initiative I'm involved with together with some folks from Sentry (cc'd). The goal is to establish a new social norm in the tech industry of companies paying open source maintainers, so that burnout and related security issues such as those in XZ and Log4j can become a thing of the past. Open Source Pledge proposes a new norm is a minimum of **\$2000 per year per developer** on staff at our companies, to open source maintainers of each company's choosing. This is in addition to the code, developer time, and gifts-in-kind that many of our companies also contribute.

Since the soft launch at the end of August, they've onboarded [fourteen member companies](#), now we are recruiting others to join us ahead of a major promotional campaign launching on October 8. We've booked prime outdoor advertising space in San Francisco and NYC. Pledge members who are on board before then will benefit from marketing exposure during the launch cycle, and will receive ongoing recognition with a badge on their company profile as being an Open Source Pledge Innovator.

If Open Source is important to <Company>, [joining the Pledge](#) pre-launch is an excellent way to signal your leadership and communicate your values within the community.

Can we count you in? Any questions I can answer here in email?
[Feel free to find time](#) if a call would be helpful.

Wishing you a great day,
<name>

Pledge Prospect Warm Email

To	<Recipient>
Cc	
Subject	Joining the Open Source Pledge?

Hi <Recipient>,

<Smalltalk/Pleasantries>

I just wanted to make sure you were aware of [Open Source Pledge](#)? TL;DR: a lot of tech companies say the love open source, and this is their opportunity to prove it

Pledge members support open source maintainers at a rate of **\$2000 per year per developer** on staff at our companies, to open source maintainers of each company's choosing. This is in addition to the code, developer time, and gifts-in-kind that many of our companies also contribute.

Since the soft launch at the end of August, they've onboarded fourteen [member companies](#), and can still add more ahead of a major promotional campaign launching on October 8. They've booked prime outdoor advertising space (billboards, buses, transit shelters, etc) in San Francisco and NYC. Pledge members who are on board before then will benefit from marketing exposure during the launch cycle, and will receive ongoing recognition with a badge on their company profile as being an Open Source Pledge Innovator.

If Open Source is important to <Company>, [joining the Pledge](#) pre-launch is an excellent way to signal your leadership and communicate your values within the community.

Any questions I can answer here in email? [Feel free to find time](#) if a call with them would be helpful.

Wishing you a great day,
<name>
