## **Introduction to TOPx**

#### Email Template

**Subject line:** TOPx - Cross-Sector Open Data Innovation Initiative at [agency name]

Dear [name],

I’m writing to share about an open data and innovation program that we are looking to launch at [agency name]. [The Opportunity Project](http://opportunity.census.gov) (TOP) brings technologists, government, and communities to rapidly prototype digital products—powered by federal open data—that solve real-world problems for communities across the country.

TOPx is an adaptable toolkit for federal agencies, developed by the TOP team at the U.S. Census Bureau, that enables federal agencies to facilitate virtual technology development sprints that address key national challenges. During the sprint, technologists from outside government develop data-driven digital products that address agency priorities and pressing challenges for people nationwide, with input from communities as well as agency data and policy experts.

TOPx is an opportunity for [agency name]to:

* Meet federal requirements to ensure reuse of [agency name]data
* Facilitate a lightweight, cost-effective and modifiable virtual program
* Catalyze innovation within [agency name]
* Engage with data consumers and improve our data quality

Please see attached for an information sheet on the program to learn more.

To hear about the details of TOPx at [agency name], please join us for an informational meeting [details of informational meeting]**.** In addition, please feel free to reach out directly to [TOPx lead]to discuss further.

