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## Blind Email to Brigade Leads

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Subject Line: Brigade Magic 🎩 ✨

Hi from the NAC!

💡 Wouldn't it be cool if when you encountered something challenging at your brigade, you had a playbook you could refer to, that would provide general guidance and some concrete examples of how other brigades have addressed similar challenges?

That general guidance already exists, but — abracadabra — it needs an update.

### **Book your zoom interview now**

Select a day and time that works best for you at the Calendly:

- Book your [60 minute interview](#) time slot - the interview duration is **at least 25 minutes** and can extend depending on how much detail you would like to share.

📋 With your help, this project will identify unmet needs across the network and will find effective examples for brigades to follow. We would like to schedule a short interview with you about the following areas:

- What examples would be the most valuable now and in the near future to you and other leaders in your brigade in this [list of topic areas](#) and any other topic you value (e.g., fundraising, recruiting members, running remote brigades, project management, setting and achieving DEI goals, etc.)?
- What effective processes and practices are you ready to share with other brigades?

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### **More details if you want them...**

🌐 This project is 100% open source, transparent and community led

- Our work flow is available online at our [GitHub Project Board](#)
- As we do our research we will be adding the Process and Practice Assets to this [spreadsheet](#)

📄 At the end of the research and analysis phase we will publish our data analysis and a presentation of insights.

Here is a [one-sheet](#) with more details on this project's project mission and goals.

 About the interview:

- Interviewer has a survey that they are filling out during the conversation
  - To help with transcription, we will seek your permission to record, or,
  - An additional note-taker will be present if you aren't comfortable being recorded
  - All interviewees will be sent a copy of their responses
- 

 **Let's get started - book your 60-min zoom interview now**

Select a day and time that works best for you at the Calendly [here](#)

Looking forward to hearing from you!

**Bonnie**


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## Blind Email to Brigade Leads - old

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Subject Line: Brigade Magic 

Hi from the NAC!


 Wouldn't it be cool if when you encountered something challenging at your brigade, you had a playbook you could refer to, that would provide general guidance and some concrete examples of how other brigades have addressed similar challenges?

That general guidance already exists, but — abracadabra — it needs an update.

 **Book your zoom interview now**

Select a day and time that works best for you at the Calendly:

- Book your [60 minute interview](#) time slot - the interview duration is **at least 25 minutes** and can extend depending on how much detail you would like to share.
- More interview time slots will be made available for the weeks after October 28 - check in then if the first 2 weeks don't work for you.


 With your help, this project will be a source of effective examples for each and every brigade. We would like to schedule a short interview with you about the following areas:


- What effective processes and practices are you ready to share with other brigades?
- What examples would be the most valuable now and in the near future to you and other leaders in your brigade in this [list of topic areas](#) and any other topic you value (e.g.,

fundraising, recruiting members, running remote brigades, project management, setting and achieving DEI goals, etc.)?


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Looking forward to hearing from you!

**Marianne Anthonette Miranda** (she/her)

UX Research Team Lead, BOP Team

Hack for LA Member

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## Follow Up Email that Calendly sends


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Subject Line: Thank You!

Hi [name],

Thank you for volunteering your time to be interviewed today! Your insight is critical to us achieving our goal of updating the Brigade Organizer's Playbook. If you haven't already seen the BOP, you can read it [here](#). Additional resources from Code for America can be found at the [Brigade Resources page](#).

 If you think of any other leader at your brigade who would like to be interviewed, you can invite them to schedule their 60-minute meeting [here](#)!


 If you think of anything you forget to mention in the interview or if you have any questions for us, we can always be contacted at this [github page](#).

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Just a quick reminder:

 This project is 100% open source, transparent and community led

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- As we do our research we will be adding the P&P assets to this [spreadsheet](#)

 The one-sheet with more details on this project's mission and goals is [here](#).

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Again, thank you so much for your time. Your insights will go a long way in helping brigades across America!



Best,

The BOP Extension Project Team

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## Email after Congress to Brigade Leads

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Subject Line: Schedule your BOP Interview Now  - Thanks for attending our  talk  
Hi from the BOP Team!

Thank you for attending our Brigade  Talk:


**Iterating Together - Finding, sharing and improving the resources for brigades**

...and being ⚡ fast to fill out the interest form. Let's keep up your streak...

### **Book your zoom interview now**

Select a day and time that works best for you at the Calendly:

- Book your [60 minute interview](#) - the interview duration is at least 25 minutes and can extend depending on how much detail you would like to share.

 With your help, this project will be a source of effective examples for each and every brigade. We would like to schedule a short interview with you about the following areas:


- What effective processes and practices are you ready to share with other brigades?
- What examples would be the most valuable now and in the near future to you and other leaders in your brigade in this [list of topic areas](#) and any other topic you value (e.g., fundraising, recruiting members, running remote brigades, project management, setting and achieving DEI goals, etc.)?

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### **Let's get started - book your 60-min zoom interview now**

Select a day and time that works best for you at the Calendly [here](#)

Looking forward to hearing from you!

Marianne Miranda (she/her)  
UX Research Team Lead, BOP Team  
Hack for LA Member

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## Post to CfA Slack for channels prior to 1/28

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### Calling All Brigade Leads – Brigade Magic 🎩✨

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📖 That general guidance already exists (the [Brigade Organizer's Playbook](#) aka the BOP), but it needs an update. We're conducting interviews to discover what your brigade needs an example for, and to identify models that your brigade would like to share.

📅 Book your zoom [interview time slot here](#) - the interview duration is at least **25 minutes** and can extend depending on how much detail you would like to share.

Sign-up for your zoom interview [↑↑↑](#) or read more about this project in this thread. [↓↓↓](#)

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## Post for DM on slack

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Not sure if you are aware of the project that I am leading on the NAC to interview all brigade leads on effective practices. The project sent out an email but it might have ended up in your spam folder.


We want to try to interview all the brigade leads in the next two weeks (There are 30 trained UX Researchers standing by, but only a few brigades have signed up). Please take some time **TODAY** to book one of the time slots over the next two weeks.


 Choose your [60 minute interview](#) - the interview duration is at least 25 minutes and can extend depending on how much detail you would like to share.





If you want more info, I will paste the email we sent into the thread.

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## Post to CfA Slack for channels post to 1/28







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## Post for DM on slack if you are not Bonnie or Thad

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