**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Alaska |

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| **Mailing Date:** | 10/10/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |
| **Don’t forget to schedule on the** [CAN Calendar](https://www.acluloop.org/Departments/affiliateSupport/CAN/Pages/CAN%20Calendar.aspx) | | | |

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| **Target Audience** |
| Affiliate Full List  Segmented list (Please provide [zip codes](http://www.unitedstateszipcodes.org/), chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [rrakibullah@acluak.org](mailto:rrakibullah@acluak.org)  [creynolds@acluak.org](mailto:creynolds@acluak.org) |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less.  **Free image resources:**  <http://morguefile.com/> | <http://www.freeimages.com/> | <https://www.flickr.com/commons> |
| Images attached  Please use a stock image  No image |

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| **Subject line**  Tease, tell or take action. Avoid initial caps, keep it under 50 characters, and make it compelling for constituents to open your email. Avoid the words “Help,” “Act,” “Marriage,” “Immigration,” “Immigrant,” “Action,” ” Let’s,” and “Save the date.” |
| Tell the Anchorage Assembly: Repealing SB 91 Won’t Keep Anchorage Safe |

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| **Pre-header Text**  The pre-header is the short summary text that follows the subject line when an email is viewed in the inbox. It is right about the header logo. Include a call to action. |
| The Anchorage Assembly will vote TONIGHT on a resolution urging the Legislature to repeal SB 91. Ask them to support ongoing criminal justice reform. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
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| **Email Body Content**  Keep the content brief. One of the worst mistakes we make is trying to include the entire story into the email message. Think about when you open an email in your inbox. Do you read every single word in there? Probably not. Find a way to summarize the content compelling way, and let them click through to a page on your website for more information.  Answer the these three questions for the reader when you write your message:   1. **What are you asking me to do?** Always give the reader an action to take. Your call to action should be able to stand alone. Remember, people scan their emails, and if there's one thing you want your recipient to pick up on, it's your call-to-action. 2. **What is in it for me?** You know the value of your email content, but does your recipient? Tell them why taking action is important for them or why they should attend an event. 3. **Why should I care?** Write in the second person – orient the copy toward the reader and not the ACLU. Readers take action on things that are about them or affect them. |
| Dear Supporter,  If you’ve been keeping up with the news, you may have heard about Senate Bill 91, the comprehensive bill passed last year after the Alaska Legislature recognized the need for significant reforms to our criminal justice system. SB 91 invests in programs proven to prevent crime, enacts tougher penalties on violent crimes, and strengthens programs that reduce recidivism and treat issues like substance abuse and mental illness that are often the underlying causes of crime. In doing so, it responsibly reduces Alaska’s inmate population and would save Alaska $380 million over the next 10 years.  Unfortunately, criminal justice reform is currently underattack: tonight, the Anchorage Assembly will vote on a resolution calling for the repeal of SB 91.  **Tell the Assembly that repealing SB 91 isn’t the way to keep Anchorage safe.**  Like all legislation, SB 91 isn’t perfect. Criminal justice reform is an ongoing conversation and we must always be ready to examine what’s working, what isn’t, and make changes as necessary. That’s already happening with SB 54, a “fix” bill that the Legislature will consider during their upcoming Special Session—although that bill too isn’t perfect, it is a step forward towards addressing some public safety concerns while recognizing that serious reforms are necessary.  **Email the Assembly NOW and ask them to support improving Alaska’s criminal justice system, not taking us backward by repealing SB 91.**  As always, thank you for supporting our work.  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |

**ADVOCACY ALERT SET-UP**

By default all alerts will be restricted to the affiliate’s state.

By default each legislator will be contacted only by their own constituents, unless specified otherwise.

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| **Alert Type** |
| **Email Alert  Call Alert**  Email alerts allow constituents to send an email message to the target(s). Call alerts ask constituents to call the target(s) you specify and provide feedback. |

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| **Alert Targets** | |
| **State Governor  State Senator  State Representative  Custom Targets**  Provide alert targets at least 24 hours in advance. If your alert is on a federal issue or targets federal legislators you must coordinate with national via [federalalert@aclu.org](mailto:federalalert@aclu.org). | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** | Anchorage Assembly: [wwmas@muni.org](mailto:wwmas@muni.org) |

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| **Alert Headline:** | Repealing SB 91 Won’t Keep Anchorage Safe |

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| **Publish:** | 10/10/2017 | **Expire:** | 10/30/2017 |

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| **Alert Landing page**  This content will appear above the alert form. It should be a brief summary of the alert with a clear, compelling call to action. |
| Our criminal justice system is broken: we incarcerate more people for longer sentences than ever before with no improvement in public safety. Recognizing that our criminal justice system required significant reforms, the Alaska Legislature passed a criminal justice reform bill called SB 91. Unfortunately, criminal justice reform is currently underattack: tonight, the Anchorage Assembly will vote on a resolution calling for the repeal of SB 91. Tell your Assembly Member that repealing SB 91 isn’t the way to keep Anchorage safe. |

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| **Alert subject lines**  **You can create up to 6 subject lines that will be randomly applied to the message to your targets. We recommend using at least 2 or 3 subject lines.**  **Do not allow constituents to modify** |
| Vote NO on Resolution 2017-341 |
| Vote NO on SB 91 Repeal |
| Support criminal justice reform and vote NO on the SB 91 Repeal Resolution |
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| **Advocacy type by legislature’s issue (select only one)** | | |
| Budget | Homeland security | Military |
| Children / Families | Housing | Reproductive rights |
| Education | Immigration | Senior citizens |
| Elections | Judiciary | Social security |
| Gov’t affairs | Labor | Technology |
| Health | Medicare / Medicaid | Telecommunications |

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| **Email to targets**  It is possible to create unique messages based on the recipient chamber. |
| **Required beginning for email message (not editable by sender):**  Dear Assembly Member,  I am writing today to urge you to vote NO on Resolution 2017-341 asking the Alaska Legislature to repeal Senate Bill 91. Evidence-based criminal justice reform in Alaska was long overdue by the time SB 91 was passed last year after being vetting by 5 legislative committees and 50 public hearings. Every measure of the bill is backed by research and data that shows the benefits of a justice system focused on rehabilitation, reintegration of nonviolent offenders, and community-based supervision of those on parole and probation.  The bill contains many necessary reforms to our criminal justice system: not only does it enact tougher policies on violent crimes and invest in victims’ services and programs that reduce recidivism and treat issues like substance abuse and mental illness, it also safely and responsibly reduces Alaska’s inmate population and saves the state $380 million over the next decade. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Public safety is critically important and I am glad that the Anchorage Assembly cares about making Anchorage a great place to live and work. However, it is erroneous to link SB 91 alone with the perceived increase in crime when it more likely that a variety of other factors are contributing, including cuts to the number of prosecutors and police officers and the consequences of the ongoing opioid crisis.  The conversation around criminal justice reform is ongoing and there are plenty of policies that can be enacted to make Anchorage safer, but repealing SB 91 is not one of them. I urge you to support improving our justice system instead of taking us backwards and **vote no** on Resolution 2017-341. |
| **Talking points for call (for Call Alerts ONLY):** |

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| **Confirmation Page**  **Give a good closing argument, thank constituent for taking action and provide for more opportunities to engage using hyperlinks, even if it’s back to your website. Also use this opportunity to promote other actions or events.** |
| Thank you for taking action to protect civil liberties in XX. This is an important issue and your lawmakers need to hear from you.  Take the next step and share this alert with your friends:  Share on Twitter | Share on Facebook  -----Tracking code (DO NOT DELETE)------  <img src="https://ms.clicks.actions.aclu.org/conversion?version=1&conversion\_items=1&conversion\_value=0" width=”0” height=”0”> |
| **Text for Twitter Share Link (140 characters max)** |
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