**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Colorado |

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| **Mailing Date:** | 4/9/2018 | **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.) |
| Action takers from the 4/3 email action |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [Jkrieger@aclu-co.org](mailto:Jkrieger@aclu-co.org)  [Nwoodliff-stanley@aclu-co.org](mailto:Nwoodliff-stanley@aclu-co.org)  [Dmaes@aclu-co.org](mailto:Dmaes@aclu-co.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.” |
| RE: More cops in our schools is not the answer |

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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. |
| Phone calls are needed today to the Joint Budget Committee. Tell them more cops in our schools is not the answer. |

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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,  Thank you for contacting the leadership in the Colorado legislature and urging them to reject the $35 million plan to add more cops and surveillance to our schools.  ACLU members and supporters sent more than 10,000 emails last week opposing the plan, but the funding is still in the budget. We have one more chance to ensure that it is focused on education and mental health services, rather than police officers, cameras, and metal detectors.  **Call the Joint Budget Committee today. Tell them that more cops in our schools is not the answer.**    A full body of research tells us that having more police in schools pushes students, particularly those with learning disabilities or histories of poverty, abuse or neglect, out of the classroom and into the criminal justice system. And like most aspects of law enforcement and criminal justice, more police in schools has a disproportionately negative impact on communities of color.  There’s no doubt that school safety is an important goal, but creating a culture of fear through increased police presence and surveillance is not the answer. Those resources would be better spent on educational services that meet the emotional, social, and mental health needs of students.  The Joint Budget Committee has the final say on the budget. They will decide early this week what happens with the school safety funding.  **Please call the JBC members today and urge them to focus school safety money on increasing services that actually create safer schools, not prison-like classrooms.**    Thank you for your advocacy, |

**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** | Rep. Millie Hamner (Delta, Gunnison, Lake, Pitkin, Summit) [rephamner@gmail.com](mailto:rephamner@gmail.com), 303-866-2952  Rep. Bob Rankin (Garfield, Moffet, Rio Blanco) [bob.rankin.house@state.co.us](mailto:bob.rankin.house@state.co.us), 303-866-2949  Rep. Dave Young (Weld) [dave.young.house@state.co.us](mailto:dave.young.house@state.co.us), 303-866-2929  Sen. Kent Lambert (El Paso) [senatorlambert@comcast.net](mailto:senatorlambert@comcast.net), 303-866-4835  Sen. Kevin Lundberg (Larimer) [kevin@kevinlundberg.com](mailto:kevin@kevinlundberg.com), 303-866-4853  Sen. Dominick Moreno (D-Adams) [dominick.moreno.senate@state.co.us](mailto:dominick.moreno.senate@state.co.us), 303-866-4857 |

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| **Alert Headline:** | Call the Joint Budget Committee: Tell them more cops in schools is not the answer |

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| **Publish:** | 4/9/2018 | **Expire:** | 4/16/2018 |

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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. |
| The Colorado legislature is considering a plan to add $35 million to the state budget to increase police presence in our schools. The money would be used to add more police officers and surveillance equipment to Colorado classrooms.  A full body of research shows that having more police in schools pushes students, particularly those with learning disabilities or histories of poverty, abuse or neglect, out of the classroom and into the criminal justice system. And like most aspects of law enforcement and criminal justice, more police in schools has a disproportionately negative impact on communities of color.  There’s no doubt that school safety is an important goal, but creating a culture of fear through increased police presence and surveillance is not the answer. Those resources would be better spent on educational services that meet the emotional, social, and mental health needs of students.  **Call the Joint Budget Committee today and tell them more cops in Colorado schools is not the answer.** |

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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** |
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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):** |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **Talking points for call (for Call Alerts ONLY):**  School safety is an important goal, but more police and surveillance in our schools is not the answer.  School safety money would be better spent on educational services that meet the emotional, social, and mental health needs of students.  Having more police in schools pushes students, particularly those with learning disabilities or histories of poverty, abuse or neglect, out of the classroom and into the criminal justice system. And like most aspects of law enforcement and criminal justice, more police in schools has a disproportionately negative impact on communities of color.  The Committee should focus school safety money on increasing educational services that actually create safer schools, not prison-like classrooms. |

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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 Colorado. 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)** |
| Tell the Colorado legislature: More cops in our schools is not the answer. |