**EMAIL SET-UP**

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

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| **Mailing Date:** | 4/27/2018 | **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.) |
| Colorado State House District 12 |

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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)  [vmichel@aclu-co.org](mailto:vmichel@aclu-co.org)  [dmaes@aclu-co.org](mailto:dmaes@aclu-co.org)  dmaynes@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.” |
| Fort Collins values police transparency and accountability |

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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. |
| Urge Representative Arndt to support police transparency and accountability |

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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,  Earlier this week, HB 1404 - a bill to open public access to police internal affairs files - passed out of the House Judiciary Committee with bipartisan support.  Now it moves to the House floor and your representative, Jeni Arndt is a critical vote.  Contact Representative Arndt today and urge her to support police transparency and accountability by voting YES on HB 1404.  Every year, in Fort Collins and around the state, hundreds of police misconduct and excessive force complaints are made to internal affairs, officers are cleared of wrongdoing, and the public has no idea why, because the files of the investigation are hidden from scrutiny.  The public has a right to know that their complaints about officer misconduct and excessive force are handled fairly and thoroughly. And taxpayers deserve to know how and why public dollars are spent to handle cases of police misconduct.  At least 12 other states currently mandate that police internal affairs files are disclosed to the public.  **Our state values transparency and accountability, especially when taxpayer dollars and people’s lives are on the line.**  Contact Representative Arndt and urge her to support HB 1404.  Thank you for taking action, |

**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** | REPRESENTATIVE Jeni James Arndt-jeni.arndt.house@state.co.us |

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| **Alert Headline:** | Urge Representative Arndt to support police transparency and accountability |

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| **Publish:** | 4/27/2018 | **Expire:** | 5/1/2018 |

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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. |
| Every year, dozens of law enforcement misconduct and excessive force complaints are reviewed by police internal affairs, officers are cleared of wrongdoing, and the public has no idea why, because the files are hidden from scrutiny.  Representative James Coleman has introduced a bill in the Colorado legislature, HB 1404, to increase transparency in law enforcement through public access to internal affairs investigation files.  The bill moves to the House floor, where Representative Arndt is a critical vote. **Contact Representative Arndt today and encourage her to support HB 1404.** |

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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** |
| |  | | --- | | Fort Collins values transparency and accountability | | Vote YES on HB 1404 | | Increase transparency in law enforcement | |
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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):**  Vote YES on HB 1404. |
| **Email message body (editable by sender):**  Dear Representative Arndt,  As your constituent, I urge you to vote YES on HB 1404.  The public has a right to know that complaints about officer misconduct and excessive force are handled fairly and thoroughly. And taxpayers deserve to know how and why public dollars are spent to handle police misconduct.  At least 12 other states mandate that police internal affairs files are disclosed to the public. Colorado should join them. |
| **Required ending for email message (not editable by sender):**  Our state values transparency and accountability, especially when taxpayer dollars and people’s lives are on the line. |
| **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)** |
| Support police accountability and transparency in Colorado. Urge @RepJeniArndt to vote YES on HB 1404. |