**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Connecticut |

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| **Mailing Date:** |  | **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.) |
| 06101, 06102, 06103, 06104, 06105, 06106, 06107, 06108, 06109, 06110, 06111, 06112, 06114, 06115, 06117, 06118, 06119, 06120, 06123, 06126, 06127, 06128, 06129, 06131, 06132, 06133, 06134, 06137, 06138, 06140, 06141, 06142, 06143, 06144, 06145, 06146, 06147, 06150, 06151, 06152, 06153, 06154, 06155, 06156, 06160, 06161, 06167, 06176, 06180, 06183, 06199 |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [Mholden@acluct.org](mailto:Mholden@acluct.org), [media@acluct.org](mailto:media@acluct.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.” |
| Mass surveillance? Hartford shouldn’t have this. |

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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. |
| Unchecked mass surveillance? Hartford could have it. Tell the Hartford City Council to pass an ordinance to protect free speech, privacy, and immigrants from police spying. |

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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 [First Name],   If the Hartford City Council doesn’t act soon, increased police surveillance could make Hartford less safe, violate people’s privacy, chill protesters’ rights, and disproportionately hurt people of color, immigrants, and low-income people.  In December, the City Council approved a grant application to expand the Hartford Police Department’s surveillance and to allow police to purchase two new high-powered drones, all without rules to govern how police use these spying devices or how they store or share the information they collect. The police department has even said that it will use high-powered drones for “crowd control,” and that it wants to acquire facial recognition technology—tools that could threaten free speech, equality under the law, and immigrants’ rights.  On February 20, the Hartford City Council will meet to consider a bill to protect people from warrantless spying by police drones. The council needs to pass that bill and to expand it to include protections from other police spying devices, too.  **Tell your Hartford city councilors to pass an ordinance to protect people from police spying in Hartford. [link]**  Without rules to keep spying in check, Hartford police could use drones or surveillance cameras to follow Hartford residents, workers, or visitors everywhere in the city—to their homes, to the State Capitol to testify on a bill, to a protest outside of the federal courthouse, or to an appointment at a reproductive health center—without a public safety reason. Absent any rules, police could attach weapons to drones. And without an ordinance clarifying how and when police share the surveillance information they collect, this data could also be turned over to ICE, jeopardizing immigrant community members.  **Stand up for the first amendment, privacy, and public safety. Tell the Hartford City Council to protect the city from unchecked police surveillance. [link]**  The Hartford Police Department has said it will use drones for “crowd control” at public events. But “crowd control” by police drone can mean police harassing and intimidating protesters with drone surveillance. The city has also said it will prioritize surveillance in areas where people of color and low-income people primarily live, which means that people of color and low-income people will disproportionately be the targets of police spying.  As Connecticut’s capital city and as a sanctuary city, Hartford is a critical place for debate and is supposed to be a welcoming place for immigrants. Allowing police to use spying devices unchecked could undermine both of these ideals.  **Tell the City Council to stand up for Hartford’s ideals of equality, free speech, and justice by passing an ordinance to keep police surveillance in check.**  Thank you,   Melvin Medina  Director of Strategic Initiatives ACLU of Connecticut |

**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** | **Councilor TJ Clarke:** [**thomas.clarke@hartford.gov**](mailto:thomas.clarke@hartford.gov)  Majority Leader Julio Concepcion: [**julio.concepcion@hartford.gov**](mailto:julio.concepcion@hartford.gov)  Councilor John Q. Gale: [**john.gale@hartford.gov**](mailto:john.gale@hartford.gov)  Minority Leader Wildaliz Bermudez: [**wildaliz.bermudez@hartford.gov**](mailto:wildaliz.bermudez@hartford.gov)  Councilor Larry Deutsch: [**DEUTL001@hartford.gov**](mailto:DEUTL001@hartford.gov)  Councilor Cynthia Renee Jennings: [**jennc002@hartford.gov**](mailto:jennc002@hartford.gov)  Councilor Jimmy Sanchez: [**james.sanchez@hartford.gov**](mailto:james.sanchez@hartford.gov)  Councilor Glenowlyn Thames: [**glendowlyn.thames@hartford.gov**](mailto:glendowlyn.thames@hartford.gov)  Councilor rJo Winch: [**wincr001@hartford.gov**](mailto:wincr001@hartford.gov) |

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| **Alert Headline:** | **Tell the Hartford City Council to take control of police spying.** |

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| **Publish:** | 2/14/2018 | **Expire:** | 2/20/2018 |

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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. |
| If the Hartford City Council doesn’t act soon, increased police surveillance could make Hartford less safe, violate people’s privacy, chill protesters’ rights, and disproportionately hurt people of color, immigrants, and low-income people. In December, the Hartford City Council approved a grant application to expand the Hartford Police Department’s surveillance and to allow police to purchase two new high-powered drones, all without rules to govern how police use these spying devices or how they store or share the information they collect. The police department has even said that it will use high-powered drones for “crowd control” and that it wants to acquire facial recognition technology—tools that could threaten free speech, equality under the law, and immigrants’ rights.  On February 20, the Hartford City Council will meet to consider a bill to protect people from warrantless spying by police drones. The council needs to pass that bill and to expand it to include protections from other police spying devices, too.  **Tell your Hartford city councilors to pass an ordinance to protect people from police spying in Hartford** |

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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** |
| Pass an Ordinance Amending Chapter 29, Article I of the Hartford Municipal Code to Address Surveillance by the Hartford Police Department |
| I support taking control of police spying in Hartford |
| Pass an ordinance to address surveillance by the Hartford Police Department |
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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 Councilor [Name],   As a Hartford resident and as your constituent, I urge you to support the proposed “Ordinance Amending Chapter 29, Article I of the Hartford Municipal Code to Add Section 29-18 Relating to the Use of Unmanned Aerial Vehicles by the Hartford Police Department,” and to expand this proposed ordinance to also apply to other police surveillance devices and technology.  By creating basic rules to control how and when police use drones, establish transparency by requiring police to share information with the public about how they use drones, and prevent police from weaponizing drones, this proposal is a critical step toward making sure that the city is protecting the privacy rights of Hartford residents like me. Drones, however, are not the only surveillance devices that could undermine people’s abilities to live, work, travel, and do business in our city. I therefore encourage you to expand this proposed ordinance to apply these basic protections to other police spying devices and technology, including surveillance cameras. In addition, I urge you to expand this ordinance to include a provision to require police to publicly report which federal agencies they share surveillance information with, such as Immigration and Customs Enforcement or the FBI. |
| **Email message body (editable by sender):**  Hartford is a critical place for debate, and it is supposed to be a welcoming place for all people: immigrants, people seeking reproductive healthcare, people of color, and more. Allowing police to use spying devices unchecked could undermine these ideals. Blanketing Hartford’s public spaces, neighborhoods, protests, and main streets with surveillance is a bad idea. It’s a fundamental betrayal of what Hartford is supposed to be about, and it won’t make our city safer or more just. |
| **Required ending for email message (not editable by sender):**  As your constituent, I urge you to stand up for my rights and safety, as well as the rights and safety of my neighbors, by passing an ordinance to take control of police spying in our city.  Sincerely, |
| **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 Hartford. This is an important issue, and your city councilors 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)** |
| Stand with me. Tell the Hartford City Council to stand up for equality, free speech, and justice by passing an ordinance to keep police surveillance in check. |