**EMAIL SET-UP**

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| **Affiliate Name** | ACLU-DC |

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| **Mailing Date:** | 7/26/2018 | **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.) |
| 20001, 20002, 20003, 20004, 20005, 20006, 20007, 20008, 20009, 20010, 20011, 20012, 20013, 20015, 20016, 20017, 20018, 20019, 20020, 20022, 20023, 20024, 20026, 20027, 20029, 20030, 20032, 20033, 20035, 20036, 20037, 20038, 20039, 20040, 20041, 20042, 20043, 20044, 20045, 20046, 20047, 20049, 20050, 20051, 20052, 20053, 20055, 20056, 20057, 20058, 20059, 20060, 20061, 20062, 20063, 20064, 20065, 20066, 20067, 20068, 20069, 20070, 20071, 20073, 20074, 20075, 20076, 20077, 20078, 20080, 20081, 20082, 20088, 20090, 20091, 20097, 20098, 20201, 20202, 20203, 20204, 20206, 20207, 20208, 20210, 20211, 20212, 20213, 20214, 20215, 20216, 20217, 20218, 20219, 20220, 20221, 20222, 20223, 20224, 20226, 20227, 20228, 20229, 20230, 20232, 20233, 20235, 20237, 20238, 20239, 20240, 20241, 20242, 20244, 20245, 20250, 20251, 20254, 20260, 20261, 20262, 20265, 20266, 20268, 20270, 20277, 20289, 20299, 20301, 20303, 20306, 20307, 20310, 20314, 20317, 20318, 20319, 20330, 20340, 20350, 20355, 20370, 20372, 20373, 20374, 20375, 20376, 20380, 20388, 20389, 20390, 20391, 20392, 20393, 20394, 20395, 20398, 20401, 20402, 20403, 20404, 20405, 20406, 20407, 20408, 20409, 20410, 20411, 20412, 20413, 20414, 20415, 20416, 20418, 20419, 20420, 20421, 20422, 20423, 20424, 20425, 20426, 20427, 20428, 20429, 20431, 20433, 20434, 20435, 20436, 20437, 20439, 20440, 20441, 20442, 20444, 20447, 20451, 20453, 20456, 20460, 20463, 20468, 20469, 20470, 20472, 20500, 20501, 20502, 20503, 20504, 20505, 20506, 20507, 20508, 20509, 20510, 20511, 20515, 20520, 20521, 20522, 20523, 20524, 20525, 20526, 20527, 20528, 20529, 20530, 20531, 20532, 20533, 20534, 20535, 20536, 20537, 20538, 20539, 20540, 20541, 20542, 20543, 20544, 20546, 20547, 20548, 20549, 20551, 20552, 20553, 20554, 20555, 20557, 20558, 20559, 20560, 20565, 20566, 20570, 20571, 20572, 20573, 20575, 20576, 20577, 20578, 20579, 20580, 20581, 20585, 20586, 20590, 20591, 20593, 20594, 20597, 20599 |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [sito@acludc.org](mailto:sito@acludc.org), nmoshiree@acludc.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 Mayor Bowser: Release the Bodycam Footage from Deanwood |

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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. |
| Mayor Bowser has pledged transparency and accountability from her administration. Tell her to live up to that pledge. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| <https://www.youtube.com/watch?v=r_tWbmfGEhE>  https://www.aclu.org/blog/criminal-law-reform/reforming-police-practices/when-stop-and-frisk-became-stop-and-grope |

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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. |
| Hi [First Name]:  By now, you may have heard of a troubling stop-and-frisk incident that occurred outside a barbershop in the Deanwood community on June 13, and another incident at the same location on June 25 when Metropolitan Police Department (MPD) officers clashed with community members. **Now, the MPD is denying our request for their officers’ bodycam footage of what happened on these two occasions.**  **Please join us in asking Mayor Bowser to live up to her pledges of transparency and release this footage immediately.**  On Wednesday, June 13, several D.C. police officers jumped out and confronted a group of young black men peacefully sitting outside a barber shop. [You can watch video of the incident here.](https://www.youtube.com/watch?v=r_tWbmfGEhE) On June 25, a large group officers returned to the scene and were involved in a confrontation with community members that resulted in several arrests and the pepper-spraying of a three-year-old girl.  The D.C. police department’s stop-and-frisk practices are an area of grave concern to us and our communities. Just last week, we [filed a lawsuit](https://www.aclu.org/blog/criminal-law-reform/reforming-police-practices/when-stop-and-frisk-became-stop-and-grope) against one MPD officer for another exceptionally abusive encounter with a D.C. resident.  This month, as part of the ACLU-DC’s investigation of the Deanwood incidents, we submitted a Freedom of Information Act (FOIA) request to MPD seeking the release all body-worn camera and surveillance camera footage, but the MPD FOIA office denied our request. We are appealing this denial, which we feel was made without proper justification.  **But Mayor Bowser has the power to release this footage on her own, with or without a FOIA request, because it is a matter of significant public interest.**  **Please join us in calling on Mayor Bowser to demonstrate her commitment to transparency and accountability by releasing bodycam footage of the June 13 and June 25 events in Deanwood.**  Thank you,  Nassim Moshiree Policy Director, ACLU of the District of Columbia |

**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** | Mayor Muriel Bowser |

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| **Alert Headline:** | Tell Mayor Bowser: Release the Bodycam Footage from Deanwood |

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| **Publish:** | 7/26/2018 | **Expire:** |  |

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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. |
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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):**  Dear Mayor Bowser:  On July 9, 2018, the ACLU of the District of Columbia submitted a Freedom of Information Act request to the Metropolitan Police Department (MPD) requesting Body-Worn Camera (BWC) and other footage of June 13 and June 25 interactions between MPD officers and community members on Sheriff Road NE. That request was denied.  At your 2016 State of the District address, you championed the body-worn camera program as “the most progressive - and most transparent […] in the country,” and you rightly noted that “transparency and accountability strengthen our community.” But recent confrontations between MPD officers and community members have shaken the community’s trust in law enforcement. MPD’s refusal to release body-worn camera footage that can show the full scope of events and actions at Sheriff Road on June 13 and 25 is likely to erode trust further.  As mayor, you have the unique power to order the release of BWC footage of incidents that are of “significant public interest” regardless of the status of any particular Freedom of Information Act request. I ask that you exercise that power to provide the transparency you have championed and help rebuild trust between your law enforcement agency and the community it is meant to serve.  As a D.C. resident, I’m calling on you to demonstrate your commitment to transparency and accountability by directing MPD to release the BWC footage of the June 13 and June 25 incidents on Sheriff Road NE. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Thank you for your attention to this matter.  Sincerely,  [FIRST NAME, LAST NAME] |
| **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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