**EMAIL SET-UP**

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

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| **Mailing Date:** | 4/4/2018 | **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.) |
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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](mailto: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.” |
| Email the D.C. Council to Protect District Students! |

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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. |
| Support the Student Fair Access to School Act. |

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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 / ACLU-DC Supporter] - The D.C. public schools are failing our kids.is   Students of color, students with disabilities, and economically disadvantaged students are being disproportionately disciplined, suspended, and expelled at all grade levels. The consequences are severe and reinforce shameful inequalities in our city.  **Email your D.C. councilmember today and tell them to vote YES on the “Student Fair Access to School Act of 2017.” It is a critical step in addressing discrimination in our school disciplinary practices. [Hyperlink to Action page]**  The Student Fair Access to School Act establishes parameters to ensure student safety and access to educationby placing limits on the use of suspensions and expulsions for behaviors that do not pose a safety or emotional distress concern and requiring schools to develop transparent and evidenced-based discipline policies, among other things.  Even when controlling for barriers of poverty and trauma that may contribute to behavioral problems at school, **black students in D.C. are still almost *eight* times more likely to be issued out-of-school suspensions than their white peers, and Latinx students are almost three times as likely to be suspended than their white peers.**  These significant disparities can’t be explained by differences in behavior. Our school system’s progress in tackling these harmful practices has been uneven, slow, and lacking transparency.  **The Student Fair Access to School Act helps D.C. tackle these problems!**  **The D.C. Council will vote on this important bill on Tuesday, April 10. Help us ensure it passes and funds the bill by taking 30 seconds to voice your support!**  **CLICK HERE to email your councilmember today! [Hyperlink “CLICK HERE” to action page]**  You can read more about the legislation [here](http://www.davidgrosso.org/grosso-analysis/2017/11/21/student-fair-access-to-school-act-of-2017). [Hyperlink “here” to http://www.davidgrosso.org/grosso-analysis/2017/11/21/student-fair-access-to-school-act-of-2017]  Thank you for contacting your council member in support of the “Student Fair Access to School Act of 2017” today.  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). |

Phil Mendelson, Chairman, DC Council, [pmendelson@dccouncil.us](mailto:pmendelson@dccouncil.us)

Brianne Nadeau, Ward 1 Councilmember, [bnadeau@dccouncil.us](mailto:bnadeau@dccouncil.us)

Jack Evans, Ward 2 Councilmember, [jevans@dccouncil.us](mailto:jevans@dccouncil.us)

Mary Cheh, Ward 3 Councilmember, [mcheh@dccouncil.us](mailto:mcheh@dccouncil.us)

Brandon Todd, Ward 4 Councilmember, [btodd@dccouncil.us](mailto:btodd@dccouncil.us)

Kenyon McDuffie, Ward 5 Councilmember, [kmcduffie@dccouncil.us](mailto:kmcduffie@dccouncil.us)

Charles Allen, Ward 6 Councilmember, [callen@dccouncil.us](mailto:callen@dccouncil.us)

Vincent Gray, Ward 7 Councilmember, [vgray@dccouncil.us](mailto:vgray@dccouncil.us)

Trayon White, Sr., Ward 8 Councilmember, [twhite@dccouncil.us](mailto:twhite@dccouncil.us)

Robert C. White, Jr, At-large Councilmember, [rwhite@dccouncil.us](mailto:rwhite@dccouncil.us)

Anita Bonds, At-large Councilmember, [abonds@dccouncil.us](mailto:abonds@dccouncil.us)

David Grosso, At-large Councilmember, [dgrosso@dccouncil.us](mailto:dgrosso@dccouncil.us)

Elissa Silverman, At-large Councilmember, [esilverman@dccouncil.us](mailto:esilverman@dccouncil.us)

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| **Alert Headline:** | **Email Councilmembers TODAY! Tell them to vote YES on the “Student Fair Access to School Act!”** |

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| **Publish:** | 4/4/2018 | **Expire:** | 4/11/2018 |

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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. |
| On Tuesday, April 10, the D.C. Council will vote on the “Student Fair Access to School Act of 2017. This important bill addresses discrimination in our school disciplinary practices that exclude students from the classroom, interfere with their right to a quality education, and contribute to the school-to-prison pipeline.  The SFAFSA establishes parameters to ensure student safety and access to education by, among other things, placing limits on the use of suspensions and expulsions for behaviors that do not pose a safety or emotional distress concern and requiring schools to develop transparent and evidenced-based discipline policies  The bill:   * **Protects students** from harmful, ineffective punishments that do not address the disability, poverty, or trauma that may hinder their performance in school. * **Protects students of color** who face discriminatory policies and are suspended or disciplined more often than their white counterparts, often for the same behavior. (Black students are suspended at eight times the rate of their white peers and Latinx students are almost three times as likely to be suspended.) * **Protects children with disabilities** who are suspended more often for behavior directly caused by their disability. * **Empowers educators** to keep their classrooms safe and remove violent students that pose a real danger to others.   You can read more about the legislation [here](http://www.davidgrosso.org/grosso-analysis/2017/11/21/student-fair-access-to-school-act-of-2017).  **What do I do after I email?** Attend the first vote on SFAFSA bill on Tuesday, April 10th at the Wilson Building, 1350 Pennsylvania Avenue, NW, Room 500. |

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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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| Support the Student Fair Access to School Act! |
| Vote “Yes” on Bill 22-594! |
| Put an end to the school-to-prison pipeline! |
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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 Councilmember [Last Name of Councilmember],  As a D.C. resident, I write today asking that you pass and fund the “Student Fair Access to School Act of 2017.”. There is now an overwhelming body of research demonstrating that school exclusion is harmful to students by, among other things, making it more likely that students will be held back, drop out, and end up justice-system involved.  Nevertheless, our schools continue to rely on punishment and exclusion as the primary tools for dealing with struggling students rather than addressing the root causes that can lead students from poor, traumatized, and under-resourced communities to act out in school. Passage of the SFASA is needed to reverse this trend.  The SFASA, which pushes schools to adopt a public health approach to reducing disruptive behavior in school and improving school climate, appropriately balances the right of students to access a meaningful education and the discretion schools need to maintain a safe, school environment. Additionally, the SFASA will help reverse the disproportionate impact that school exclusion currently has on black youth, homeless youth, youth in foster care, and youth with disabilities. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  We cannot wait any longer to make these necessary changes. I am counting on you to vote YES to pass and fund the Student Fair Access to School Act. Thank you! |
| **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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