**EMAIL SET-UP**

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

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| **Mailing Date:** | 9/14/2017 | **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, 56901, 56902, 56904, 56915, 56920, 56933, 56944, 56945, 56950, 56965, 56972 |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [nmoshiree@acludc.org](mailto:nmoshiree@acludc.org), [sito@acludc.org](mailto:sito@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.” |
| A true “Sanctuary City” doesn’t exclude homeless families! |

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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. |
| Email the DC Council TODAY and urge them to reject Mayor Bowser’s proposal to further restrict access to shelter for homeless families. |

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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] Friend,  Imagine the circumstances that might lead to homelessness. Perhaps a woman is fleeing a violent, abusive spouse. Perhaps it’s a veteran with a disability that makes finding steady work impossible. Perhaps it’s a recently arrived refugee family fleeing conflict in their home country. Or perhaps it’s a lifelong DC resident whose paycheck just hasn’t keep pace with the ever-increasing cost of living here. This is the experience of nearly 7,500 of our fellow DC residents.  But instead of ensuring that homeless DC residents get the shelter and services they need, Mayor Muriel Bowser proposes to make their already-difficult situation even worse by doubling the paperwork requirements needed to prove DC residency before they can access shelter services.  On September 20, the DC Council’s Committee on Human Services will consider the “Homeless Services Reform Amendment Act of 2017” (Bill 22-293), which includes significant changes to the existing law governing homeless services in the District. Current law already limits shelter access to DC residents, and the requirements that homeless families seeking shelter must meet before they can get help are tougher than requirements to access any other public benefit in the District.  If enacted, Bill 22-293 would increase these already burdensome requirements by forcing families to provide two pieces of proof from a list of documents, most of which require someone to have lived in the District for some time to obtain, such as a utility bill, an unexpired lease, or a current car registration. Parents will have to provide these documents before they can secure a safe place to sleep for themselves and their children, and if they cannot, they will be turned away without receiving any help.  Homelessness is a public health crisis. Instead of making it harder for parents and children to access safe shelter in freezing weather, the DC government should focus its efforts on developing real solutions that address the root causes of homelessness, like the lack of affordable housing, and should work alongside regional partners to remove, not increase barriers to housing.  Contact the DC Council’s Committee on Human Services today! Tell them that the proposed residency provisions in Bill 22-293 do not reflect DC values and urge them to reject these amendments on September 20.  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** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Brianne Nadeau | Chair, Ward 1 Councilmember | 202-724-8181 | [bnadeau@dccouncil.us](mailto:bnadeau@dccouncil.us) |  | | Brandon Todd | Ward 4 Councilmember | 202-724-8052 | [btodd@dccouncil.us](mailto:btodd@dccouncil.us) |  | | Trayon White | Ward 8 Councilmember | 202-724-8045 | [twhite@dccouncil.us](mailto:twhite@dccouncil.us) |  | | Robert White | At large Councilmember | 202-724-8174 | [rwhite@dccouncil.us](mailto:rwhite@dccouncil.us) |  | | David Grosso | At large Councilmember | 202-724-8105 | [dgrosso@dccouncil.us](mailto:dgrosso@dccouncil.us) |  | |

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| **Alert Headline:** | A True Sanctuary City Doesn’t Exclude Homeless Families |

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| **Publish:** |  | **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. |
| ***UPDATE****: Councilmember Brianne Nadeau, chair of the DC Council’s Committee on Human Services, canceled the vote for September 20th on Bill 22-293, stating that it needed further discussion before consideration by the committee. While this is hopeful news that the Council is hearing the concerns of its constituents, the markup can be re-scheduled at any time with 24-hour notice to committee members.* ***Please continue to contact the committee and tell them to oppose these harmful changes to the law!!***  On September 20, the DC Council’s Committee on Human Services will consider the “Homeless Services Reform Amendment Act of 2017” (Bill 22-293), which includes significant changes to an existing law governing homeless services in the District. One of several controversial provisions in Bill 22-293 would, if enacted, increase the burden on homeless families to prove their DC residency before they can get any emergency shelter services.  District law already limits access to shelter to DC residents, and the current residency requirements for families seeking shelter are more stringent than requirements to access any other public benefit in the District. Bill 22-293 doubles the documentation that families must show to prove their DC residency before they will get shelter on freezing nights. Families would have to provide two pieces of proof from a list of documents, most of which require someone to have lived in the District for some time to obtain, such as a utility bill, an unexpired lease, or a current car registration.  These changes would put the most vulnerable families at the highest risk of harm. Those who are fleeing violence or seeking asylum; those who have been homeless for extended periods of time; or those with cognitive, mental, or physical health disabilities will have the most difficulty complying with the proposed requirements.  Homelessness is a public health crisis and those who experience it are especially vulnerable to violations of civil liberties, such as invasion of privacy, criminalization and unwarranted incarceration, and unjustified termination of parental rights or loss of custody of children. Instead of making it harder for parents and children to access safe shelter in freezing weather, the DC government should focus its efforts on developing real solutions that address the root causes of homelessness, like increasing affordable housing.  The proposed residency provisions in Bill 22-293 will leave homeless families at risk of greater harm and do not reflect DC values. **The Council needs to hear from constituents like you! Email the Committee on Human Services and URGE the members to reject these amendments!** |

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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** |
| Don’t Punish Families For Being Homeless |
| Don’t Deny Homeless Families Much-Needed Support |
| Don’t Deny Homeless Families Life-Saving Emergency Shelter |
| A True Sanctuary City Doesn’t Exclude Homeless Families |
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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):**  I write to urge you to reject Mayor Muriel Bowser’s proposed amendments in Bill 22-293 to the residency requirements in the Homeless Services Reform Act (HSRA) that would make it significantly harder for families in crisis to access life-saving emergency shelter.  DC’s current residency requirements for families seeking emergency shelter are already higher than that of any other DC program. Obtaining a basic need like shelter should not have a higher residency standard than other public benefits. The mayor’s proposed legislation moves us in the wrong direction by requiring families to provide even more burdensome documentation when they are literally in crisis.  The proposed amendments in Bill 22-293 will put the most vulnerable families at the highest risk of harm. Those who are fleeing violence or seeking asylum; those who have been homeless for extended periods of time; or those with cognitive, mental, or physical health disabilities will have the most difficulty complying with the proposed requirements and will face the greatest barriers to accessing shelter. |
| **Email message body (editable by sender):**  At a time when the Trump administration is targeting immigrants, poor communities, and communities of color, DC should make every effort to counter these discriminatory efforts. Homelessness is a public health crisis, and those who experience it are especially vulnerable to violations of civil liberties, such as invasion of privacy, criminalization, and unwarranted incarceration, and unjustified termination of parental rights or loss of custody of children. If DC is truly a “Sanctuary City,” we cannot enact laws that further marginalize people and leave children and parents in harm’s way.  Restricting access to life-saving emergency shelter will only exacerbate DC’s homelessness crisis. The DC government should instead focus its efforts on addressing the root causes of homelessness, like lack of affordable housing, and work to develop humane approaches to this public health crisis with regional partners. |
| **Required ending for email message (not editable by sender):**  I therefore ask that you REJECT Bill 22-293’s proposed amendments to the residency requirement of the HSRA at the markup. |
| **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 the rights of homeless families in DC. This is an important issue and your Councilmembers 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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