**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Hawaiʻi |

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| **Mailing Date:** | 7/24/2018 | **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.) |
| All of the island of O‘ahu. |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [kgrant@acluhawai.org](mailto:kgrant@acluhawai.org), [mcaballero@acluhawaii.org](mailto:mcaballero@acluhawaii.org), jwisch@acluhawaii.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> |
| x 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 the Honolulu City Council to VOTE NO on bills 51 and 52: Criminalizing people for being poor is cruel, unconstitutional, and makes poverty worse. |

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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. |
| The City Council and the Mayor double down on ineffective, costly, and unconstitutional policies cruelly targeting unsheltered communities. Ask them to vote NO on Bills 51 and 52. |

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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. |
| Our government must address the consequences of our housing crisis in a constitutional and humane manner. City Council Bills 51 (criminalizing “obstructing” a sidewalk) and 52 (criminalizing “lodging” on sidewalks) fail on both counts and should be voted down.  Bills 51 and 52 are not solutions to our housing crisis or its consequences. These bills will only increase the number of people who can’t afford to pay their rent, and will result in those people being harassed, arrested, fined, jailed, and saddled with a criminal record. There is nothing compassionate about adding to the already heavy burden of climbing out of poverty.  The City’s crusade against unsheltered people is also financially irresponsible. It costs the City and State *millions* of dollars every year to “sweep” Hawai'i residents from one corner of the island to another and to store their personal belongings. It also costs the City hundreds of thousands of dollar to defend its unconstitutional war on the poor in court. We would rather see those dollars address the *causes* of our housing crisis: the money would be better spent on mental health programs, combatting substance abuse, and increasing the availability of permanent housing.    The idea that we can fix our housing crisis by making it a crime to not have a home is absurd. Our ‘ohana and neighbors who cannot afford rent are increasingly families, veterans, the medically frail, and even our keiki and kupuna. We need your help making sure the City Council and Mayor know there is no aloha in punishing those in need because of their needs.  Please ask City Council to abandon the failed idea that sweeping human beings from place to place will somehow solve our housing crisis. It is time to demand leadership and real solutions that give everyone the support they need to have a permanent home and be more self-sufficient. |
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**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. **Please DO NOT limit emails to legislators’ constituents. We would like as many people as possible to contact the legislators.** |

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| **Alert Targets** | |
| **State Governor  State Senator  State Representative  Custom Targets**  **Message Recipients: Everyone in CD1 district** | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** | **Committee on Public Works and Infrastructure**  Chair Carol Fukunaga cafukunaga@honolulu.gov Vice Chair Joey Manahan [jmanahan@honolulu.gov](mailto:jmanahan@honolulu.gov)  Ann H. Kobayashi [akobayashi@honolulu.gov](mailto:akobayashi@honolulu.gov)  Brandon J.C. Elefante, Vice Chair belefante@honolulu.gov Trevor Ozawa tozawa@honolulu.gov |

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| **Alert Headline:** | Tell Honolulu City Council: Criminalizing people who are homeless is cruel, unconstitutional, and makes poverty worse. STOP bills 51 and 52. |

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| **Publish:** | ASAP | **Expire:** | 7/25/2018 |

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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. |
| Please add your voice to ask City Council to vote NO on Bills 51 and 52. Ask them to abandon the failed idea that harassing people from place to place will somehow solve our housing crisis. It is time to demand leadership and real solutions that give everyone the support they need to have a permanent home and be more self-sufficient |

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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** |
| Criminalizing poverty is unconstitutional: NO on Bills 51 and 52  Hawai‘i can’t arrest its way out of a housing crisis: stop NO on 51 and 52  More homes, fewer jails: NO on Bills 51 and 52  Honolulu City Council: less disruption, more compassion. No on Bills 51 & 52  Being unable to afford rent is not a crime. NO on Bills 5 & 52 |

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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):**  *Testimony in Opposition to Bill 51, Relating to Obstruction of Public Sidewalks and Bill 52, Relating to Illegal Lodging*  Dear Chair Fukunaga, Vice Chair Manahan, and members of the Committee on Public Works, Infrastructure, and Sustainability:  I urge you to vote “no” on Bill 51 and Bill 52. These bills criminalize people who cannot afford rent without addressing the root causes of homelessness. Doubling down on ineffective, costly, and unconstitutional policies is a bad idea and it is time to abandon it. Not only are these bills counterproductive, they drain law enforcement resources away from policing crime and waste precious taxpayer dollars in pursuing a war on the poor, when we should be declaring a war on poverty. |
| **Email message body (editable by sender):**  I urge you to vote “no” on Bill 51 and Bill 52, and instead put the resources and power of our city into policies that empower and unite unsheltered communities so that they can be part of the solution to our housing crisis. Right now, we force our ‘ohana and neighbors who are poor, unhoused, medically frail, and/or mentally ill to spend substantial time and resources moving from place to place even though there is not sufficient shelter for everyone to go and even though people in temporary shelter often go back to the street because there are not sufficient affordable permanent homes. We are better than this. We demand leadership and evidence-based solutions to our housing crisis and its consequences. Cruelty to those in need is not a solution. Instead, please support housing, social programs and other efforts that address people’s needs allowing them to become more self-sufficient. The National Law Center for Homelessness and Poverty has many interesting ideas and would be a good resource to the council. |
| **Required ending for email message (not editable by sender):**  Mahalo for the opportunity to testify, please do the right thing. NO on Bill 51 and Bill 52. |
| **~~Talking points for call (for Call Alerts ONLY):~~**    **~~N/A~~** |

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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 Hawaiʻi. This is an important issue and City Council needs to hear from us.  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)** |
| Tell Honolulu City Council: Criminalizing poverty is worse than useless. NO on Bills 51 and 52. |