**EMAIL SET-UP**

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| **Affiliate Name** | Illinois |

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| **Mailing Date:** | 4/21/2018 | **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.** |
| [eyohnka@aclu-il.org](mailto:eyohnka@aclu-il.org) and kkoziel@aclu-il.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.” |
| Keep the Internet Free in Illinois |

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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. |
| Net Neutrality in Illinois |

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| **Side Box Content**  Remove side box  Include side box |
| Urge your Representative to Support HB 4819!  Take Action |

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| **Hyperlinks for email message** |
| Doe it make sense to update and use same form: https://action.aclu.org/send-message/IL-support-house-bill-4819? |

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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 XXXX:  On Monday, the Federal Communications Commission’s repeal of net neutrality goes into effect, eliminating requirements that Internet Service Providers (ISPs) treat all data equally.  But in Illinois we have the opportunity to act right now and save the open internet, which has never been more important to our democracy. Contact your state representative today and support House Bill 4819.  House Bill 4819 would save the open internet in Illinois. The issue is on the floor and could be called for a vote any day.  The bill has three key elements:   * It requires all ISPs who do businesses with state agencies in Illinois to honor net neutrality principles for all customers in the state; * It requires all ISPs – even those that do not do business with the State – to disclose details surrounding any discriminatory treatment of their broadband services, such as when ISPs block, prioritize, or throttle (slow down) content on the internet; and, * It authorizes the Illinois Attorney General to investigate and seek damages from any ISPs who violate the law.   The internet is the modern public square. To ensure the free flow of ideas and information, we need ISPs to treat online data equally – not engaging in discrimination for commercial or ideological reasons.  House Bill 4819 keeps net neutrality principles in place in Illinois. Contact your state representative today and ask that they support House Bill 4819 today.  Thank you for standing up for free speech in Illinois.  Sincerely,  Khadine Bennett  Advocacy and Intergovernmental Affairs Director |

**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** |  |

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| **Alert Headline:** | Support House Bill 4819 |

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| **Publish:** | 4/20/2018 | **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. |
| On April 23, the Federal Communications Commission’s dismantling of net neutrality - the system assuring the free flow of information on the internet – becomes effective.  Under the new rules, large Internet Service Providers (ISPs) will be able to discriminate and regulate the flow of information on the basis of content. Imagine the internet being slowed down for access to specific information or ideas based on political agenda or a favored corporate message.  The internet is today's public square. To ensure the free flow of ideas and information, we need ISPs to treat online data equally, and not engage in discrimination for commercial or ideological reasons. House Bill 4819, now being considered by the full Illinois House, is an important step in protecting the free flow of information in Illinois.  Contact your state representative and support House Bill 4819 today |

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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 Representative XXX:  As a strong supporter of free speech and a free exchange of ideas on the internet, I urge you to support House Bill 4819, a measure that would help keep an open internet in in Illinois. As you know, it is now up to leaders in the states to protect this basic principle after the Federal Communications Commission acted to dismantle net neutrality.  House Bill 4819 requires internet service providers (ISPs) who take State money to honor net neutrality principles in our state and all ISPs be transparent about any practices in which they engage that violate these principles. ISPs who contract with the State of Illinois to provide internet connections would be required to honor these principles and not restrict the flow of information based on paid prioritization or ideology. And, the bill requires all ISPs to disclose practices that are inconsistent with net neutrality. By requiring ISPs to honor net neutrality principles, House Bill 4819 ensures that all Illinoisans are on a level playing field whenever they access government resources and information on the internet.  Each of us rely on the internet today for information, to exchange political ideas and to connect with friends. We rely on the ISPs who provide us with internet access to treat each piece of information in the same way, not favoring one person’s viewpoint over another, or prioritizing certain types of information based on who paid what. If net neutrality principles are not protected, the digital divide in Illinois will deepen, ensuring that those with higher incomes also have greater access to information. We cannot afford to sit idly by as this dangerous divide undermines free speech, equality and threatens the very open internet that has led to so much innovation.  House Bill 4819 maintains the status quo in Illinois – an open internet – and protects against many harms to the health of our democracy. I urge you to support it when it is considered in the House.  Sincerely, |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **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 Illinois. 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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