**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Iowa |

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| **Mailing Date:** |  | **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.** |
| [Veronica.fowler@aclu-ia.org](mailto:Veronica.fowler@aclu-ia.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.” |
| No Death Penalty for Iowa |

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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. |
| Capital punishment does nothing to prevent tragedies. Instead, it results in the execution of innocent people. |

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| **Side Box Content**  Remove side box  Include side box |
| Tell your legislator that the death penalty has no place in Iowa. |

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| **Hyperlinks for email message** |
| https://www.aclu.org/blog/capital-punishment/innocence-and-death-penalty/my-first-night-death-row-innocent-man |

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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. |
| In 1968, Iowa wisely repealed the death penalty. Now a half century later, some legislators want to drag us back to those dark days.  Capital punishment was brutal, expensive, and did nothing to prevent violent tragedies. It also sentenced many innocent people to death.  In fact, since 1973, 140 people on death row have been exonerated in the U.S. Those most likely to be wrongly convicted tend to be disproportionately people of color, low-income, or those with a mental disability.  Read the story of the Texas man who wrongly served 18 years on death row, and who now is an employee of the ACLU of Texas  We need to focus on criminal justice solutions that are effective and fair. The death penalty is neither. |

**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:** | No death penalty for Iowa |

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| **Publish:** | 2/7/2018 | **Expire:** | 3/7/2018 |

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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. |
| The death penalty has no place in Iowa. |

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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** |
| I oppose the death penalty |
| I urge you to oppose the death penalty |
| Vote against any death penalty bills |
| Say no to the death penalty |
| No death penalty |
| The death penalty is wrong |
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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):**  (No need for a mandatory beginning.) |
| **Email message body (editable by sender):**  As your constituent, I object to the death penalty for Iowa and urge you to vote against any death penalty bills that may come in front of you.  The death penalty is expensive and has repeatedly been shown to sentence innocent people to death. Further, there is no evidence that it does anything to prevent violent crime.  We have not had a death penalty in Iowa for 50 years. Let’s not start now. |
| **Required ending for email message (not editable by sender):**  (No need for a mandatory ending.) |
| **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 prevent the death penalty from being reinstated in Iowa. 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)** |
| Tell our legislators: No #deathpenalty for Iowa! #ialegis #iapolitics |