**EMAIL SET-UP**

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| **Affiliate Name** | Kansas |

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| **Mailing Date:** | 1/25/2017 | **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.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org); [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@aclukansas.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.” |

This is our chance to strengthen citizen participation

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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 Free State Elections Act will make our democracy stronger |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| [www.aclukansas.org](http://www.aclukansas.org) |

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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],  Earlier this week, activists like you turned out in full force to fight on behalf of voting rights at the Kansas Coalition for Citizen Participation’s 2018 Lobby Day. You showed the Legislature that Kansans are hungry for smart, common sense election reform and aren’t going to back down. Momentum is on our side, but the fight has just begun.  **Email the Legislature today to voice your support for SB 326 - The Free State Elections Act**  A bill that will increase participation in Kansas elections has been introduced in committee in the House and the Senate. The Free State Elections Act (SB 326 and HB 2538) will repeal Sec. Kobach’s failed election policies, expand the early voting period from 20 to 28 days, allow Kansans to register to vote up to or on election day, and defund Sec. Kobach’s dangerous and wasteful Interstate Crosscheck system.  States all across the country have already enacted longer early voting periods and election day registration, and their voter turnout rates are higher than ever. That success would be replicated here in Kansas, where voter turnout is among the worst in the country. Now, more than ever, it is important that we do all that we can to allow as many Kansas citizens as possible the opportunity to participate in our elections.  Kansas has suffered under Sec. Kobach’s failed election policies for the past six years, and it is time to show the Legislature that enough is enough.  **Please email Sen. Elaine Bowers, Chair of the Ethics, Elections, and Local Government Committee, to ask her to give the Free State Elections Act a hearing and a full committee vote.**  Sincerely,  Micah Kubic  Executive 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** | Senator Elaine Bowers, [Elaine.Bowers@senate.ks.gov](mailto:Elaine.Bowers@senate.ks.gov), Senate Majority Whip and Chair of the Ethics, Elections and Local Government Committee |

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| **Alert Headline:** | Let Sen. Elaine Bowers know you support SB 326 |

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| **Publish:** | 1/24/2017 | **Expire:** | 5/10/2018 |

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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. |
| Email the Legislature to voice your support for the Free State Elections Act, a bill that will enact smart, common sense reform to increase citizen participation in our elections. |

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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 support SB 326 |
| I support the Free State Elections Act |
| Let’s increase citizen participation in our elections |
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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 Senator Bowers,  I am writing in support of SB 326 – The Free State Elections Act. Kansas has more obstacles to voting than nearly any other state in the country, and our election turnout rates are among the worst in the nation. That’s why it’s crucial that we expand opportunities for citizens from all over Kansas to participate in our elections.  The Free State Elections Act will repeal Sec. Kobach’s failed election policies, expand early voting periods, and allow citizens to register to vote on or up to election day. These reforms will ensure that more Kansas citizens are able to have a voice in our democracy.  States all across the country already have expanded early voting periods and election day registration, and their voter turnout has increased substantially as a result. Those results could be replicated in Kansas, too. |
| **Email message body (editable by sender):**  Sec. Kobach has spent the past six years enacting policies that make it as difficult as possible for Kansas citizens to register to vote and cast a ballot. Our democracy is stronger when everyone has a voice, which is why I am emailing you today. |
| **Required ending for email message (not editable by sender):**  Please give SB 326 a hearing and a full committee vote. It is time we increase citizen participation and strengthen our democracy. |
| **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 increase citizen participation in Kansas. 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)** |
| A bill that will increase citizen participation has been introduced in the Kansas Legislature! Let the Senate know you support the Free State Elections Act. |