**EMAIL SET-UP**

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| **Affiliate Name** | Kansas |

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| **Mailing Date:** | 3/20/2018 | **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.** |
| [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@aclukansas.org); [mkubic@aclukansas.org](mailto:mkubic@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.” |
| Let the Legislature know that discrimination won’t stand in Kansas |

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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. |
| They’re considering a bill to allow adoption agencies to discriminate against LGBT couples. We need to stop it. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| 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 supporter,  This is urgent. The Legislature is currently considering bills that would unconstitutionally allow adoption agencies contracted by the State to deny LGBT couples—and virtually anyone else they choose to discriminate against—the opportunity to foster or adopt based on the agency’s “religious beliefs.”  The language of HB 2687 and SB 401 is so broad that it would allow agencies to reject prospective foster parents for a wide array of bogus reasons, including their sexual orientation or for having a religious affiliation that differs from that of the agency.  Not only is this blatantly unconstitutional, but it would cause irrevocable harm to vulnerable children across the state.  When children are removed from their families by the State because of abuse or neglect, they deserve a foster family that is chosen for them based on their needs, not on the religious or moral beliefs of the agencies making the placement. And when private agencies contract with the State, they have a responsibility to act in the best interest of the children, not in the interest of their personal beliefs. Kansas taxpayers should never be required to foot the bill for discrimination.  There are already far too many children in our child welfare system who dream of a loving family of their own. By allowing agencies to turn away qualified families who have the means and the desire to help, we would be doing a serious disservice to those children and risk leaving them with no family at all.  **HB 2687 and SB 401 are unconstitutional, discriminatory, and bad for Kansas children and families. We simply can’t allow them to stand. Email the Legislature today to let them know that Kansas taxpayers refuse to foot the bill for discrimination.**  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** | Members of the House and Senate Federal and State Affairs Committees  Rep. Tory Marie Arnberger, [ToryMarie.Arnberger@house.ks.gov](mailto:ToryMarie.Arnberger@house.ks.gov)  Rep. Francis Awerkamp, [francis.awerkamp@house.ks.gov](mailto:francis.awerkamp@house.ks.gov)  Rep. Blake Carpenter, [blake.carpenter@house.ks.gov](mailto:blake.carpenter@house.ks.gov)  Rep. Stephanie Clayton, [stephanie.clayton@house.ks.gov](mailto:stephanie.clayton@house.ks.gov)  Rep. Ronald Ellis, [Ronald.Ellis@house.ks.gov](mailto:Ronald.Ellis@house.ks.gov)  Rep. Broderick Henderson, [broderick.henderson@house.ks.gov](mailto:broderick.henderson@house.ks.gov)  Rep. Dennis “Boog” Highberger,  [dennis.boog.highberger@house.ks.gov](mailto:dennis.boog.highberger@house.ks.gov)  Rep. Eileen Horn, [eileen.horn@house.ks.gov](mailto:eileen.horn@house.ks.gov)  Rep. Michael Houser, [michael.houser@house.ks.gov](mailto:michael.houser@house.ks.gov)  Rep. Susan Humphries, [Susan.Humphries@house.ks.gov](mailto:Susan.Humphries@house.ks.gov)  Rep. Trevor Jacobs, [Trevor.Jacobs@house.ks.gov](mailto:Trevor.Jacobs@house.ks.gov)  Rep. Jim Karleskint, [Jim.Karleskint@house.ks.gov](mailto:Jim.Karleskint@house.ks.gov)  Rep. Nancy Lusk, [nancy.lusk@house.ks.gov](mailto:nancy.lusk@house.ks.gov)  Rep. Vic Miller, [Vic.Miller@house.ks.gov](mailto:Vic.Miller@house.ks.gov)  Rep. Abraham Rafie, [abraham.rafie@house.ks.gov](mailto:abraham.rafie@house.ks.gov)  Rep. Melissa Rooker, [melissa.rooker@house.ks.gov](mailto:melissa.rooker@house.ks.gov)  Rep. Tom Sawyer,  [tom.sawyer@house.ks.gov](mailto:tom.sawyer@house.ks.gov)  Rep. Eric Smith, [Eric.Smith@house.ks.gov](mailto:Eric.Smith@house.ks.gov)  Rep. Chuck Weber, [chuck.weber@house.ks.gov](mailto:chuck.weber@house.ks.gov)  Rep. John Whitmer, [john.whitmer@house.ks.gov](mailto:john.whitmer@house.ks.gov)  Rep. John Barker, [john.barker@house.ks.gov](mailto:john.barker@house.ks.gov)  Rep. Ron Highland, [ron.highland@house.ks.gov](mailto:ron.highland@house.ks.gov)  Rep. Louis Ruiz, [louis.ruiz@house.ks.gov](mailto:louis.ruiz@house.ks.gov)  Sen. Bud Estes, [Bud.Estes@senate.ks.gov](mailto:Bud.Estes@senate.ks.gov)  Sen. Robert Olson, [Rob.Olson@senate.ks.gov](mailto:Rob.Olson@senate.ks.gov)  Sen. Oletha Faust-Goudeau, [Oletha.Faust-Goudeau@senate.ks.gov](mailto:Oletha.Faust-Goudeau@senate.ks.gov)  Sen. Bruce Givens, [Bruce.Givens@senate.ks.gov](mailto:Bruce.Givens@senate.ks.gov)  Sen. Richard Hilderbrand,  [Richard.Hilderbrand@senate.ks.gov](mailto:Richard.Hilderbrand@senate.ks.gov)  Sen. Jeff Longbine, [Jeff.Longbine@senate.ks.gov](mailto:Jeff.Longbine@senate.ks.gov)  Sen. Ty Masterson, [Ty.Masterson@senate.ks.gov](mailto:Ty.Masterson@senate.ks.gov)  Sen. Lynn Rogers, [Lynn.Rogers@senate.ks.gov](mailto:Lynn.Rogers@senate.ks.gov)  Sen. Caryn Tyson, [Caryn.Tyson@senate.ks.gov](mailto:Caryn.Tyson@senate.ks.gov) |

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| **Alert Headline:** | Let the Legislature know that discrimination won’t stand in Kansas |

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| **Publish:** | 3/20/2018 | **Expire:** | 6/14/2018 |

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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 Legislature is considering HB 2687 and SB 401, bills that would allow adoption agencies that contract with the State to discriminate against same-sex couples—or virtually anyone else—based on the agency’s religious beliefs. We can’t let this stand. |

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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 HB 2687 & SB 401 |
| Please protect LGBT Kansans |
| HB 2687 & SB 401 are bad for foster children |
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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):**  Hello,  I am writing to express my opposition to HB 2687 and SB 401, which authorize state-contracted child placement agencies to deny same-sex couples—and virtually anyone else the agency chooses to discriminate against—fostering and adoption opportunities based on the agency’s religious beliefs.  If passed, this law would be devastating to LGBT families who want to open their hearts and their homes to a family, but it would be even more devastating to the vulnerable children in foster care who dream of a loving home.  Kansas already has far too many children in the child welfare system awaiting adoption. Turning away good families who are willing to help is nonsensical and does a serious disservice to our state’s children. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  When children are removed from their families by the State because of abuse or neglect, they deserve a foster family that is chosen for them based on their needs, not on the religious or moral beliefs of the agencies making the placement. And when private agencies contract with the State, they have a responsibility to act in the best interest of the children, not in the interest of their personal beliefs. Kansas taxpayers should never be required to foot the bill for discrimination.  Please oppose HB 2687 and SB 401. They’re bad for children and bad for Kansas communities. |
| **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 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)** |
| The Legislature is considering bills that would allow adoption agencies to discriminate against same-sex couples looking to foster or adopt. Email them today to let them know that Kansans won’t stand for discrimination. |