**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU of Kansas |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 9/26/2017 | **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) | | | |

|  |
| --- |
| **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.) |
| 66012, 66101, 66102, 66103, 66104, 66105, 66106, 66109, 66110, 66111, 66112, 66113, 66115, 66117, 66118, 66119, 66160 |

|  |
| --- |
| **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); [mbata@aclukansas.org](mailto:mbata@aclukansas.org); [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org) |

|  |
| --- |
| **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 |

|  |
| --- |
| **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.” |
| Together, we can make Wyandotte County a safer and more welcoming place |

|  |
| --- |
| **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. |
| Tell the Unified Government we need municipal ID |

|  |
| --- |
| **Side Box Content**  Remove side box  Include side box |
|  |

|  |
| --- |
| **Hyperlinks for email message** |
| ACLU – KS website: www.aclukansas.org |

|  |
| --- |
| **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. |
| [First Name],  Wyandotte County is a diverse and thriving community that is home to people of all different cultures and walks of life. Yet, as many as **30,000 residents—nearly 1 in 5 people—may be unable to participate fully in the community because they lack government-issued photo ID.**  Many Wyandotte County residents, including immigrants, the elderly, people of color, foster youth, and students, are unable to secure an ID because they do not have easy access to their birth certificate or other documentation necessary to obtain a driver’s license.  As a result, they face serious obstacles each and every day. Routine tasks such as opening a bank account, seeing a doctor, or picking up a package from the post office become nearly impossible for someone who lacks ID. Additionally, people who lack ID often feel vulnerable when interacting with law enforcement, which puts their safety—and the safety of the community as a whole—at greater risk.  **The high number of people who are seriously impacted by their lack of photo ID is a significant problem that affects all of Wyandotte County. It deserves immediate attention from the Unified Government of Wyandotte County and Kansas City, Kansas.**  Cities around the country have addressed this problem by implementing a municipal ID card program. Municipal ID is a form of photo identification issued by a city or county government to prove a person’s identity within city or county limits. It does not give anyone any new benefits or services, but instead allows people greater access to the benefits and services to which they are already entitled.  Cities that have already implemented a municipal ID card program—including New York City—have reported that their cities are safer, stronger, and more cohesive as a result.  The establishment of a municipal ID card program has considerable support throughout Wyandotte county. Non-profits in the community, Unified School District 500 and Kansas City, Kansas Community College, and residents like you have all pledged support for the program. **Now’s the time to add your name to the list and make your voice heard.**  **Email the Unified Government County Commissioners today and tell them that a municipal ID card program is the right thing to do for Wyandotte County.**  Sincerely,  Micah Kubic  Executive Director  ACLU of Kansas |

**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.

|  |
| --- |
| **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. |

|  |  |
| --- | --- |
| **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** | Melissa Bynum, At-Large District 1 Commissioner, [mbynum@wycokck.org](mailto:mbynum@wycokck.org)  Hal Walker, At-Large District 2 Commissioner, [hwalker@wycokck.org](mailto:hwalker@wycokck.org)  Gayle Townsend, District 1 Commissioner, [gtownsend@wycokck.org](mailto:gtownsend@wycokck.org)  Brian McKiernan, District 2 Commissioner, [bmckiernan@wycokck.org](mailto:bmckiernan@wycokck.org)  Ann Brandau-Murguia, District 3 Commissioner,  [Brandamurguia@wycokck.org](mailto:Brandamurguia@wycokck.org)  Harold Johnson Jr., District 4 Commissioner, [hjohnson@wycokck.org](mailto:hjohnson@wycokck.org)  Mike Kane, District 5 Commissioner, [mkane@wycokck.org](mailto:mkane@wycokck.org)  Angela Markley, District 6 Commissioner, [amarkley@wycokck.org](mailto:amarkley@wycokck.org)  James (Jim) Walters, District 7 Commissioner, [jwalters@wycokck.org](mailto:jwalters@wycokck.org)  Dr. Jane Winkler Philbrook, District 8 Commissioner, [jphilbrook@wycokck.org](mailto:jphilbrook@wycokck.org)  Mayor Mark Holland, [mayorholland@wycokck.org](mailto:mayorholland@wycokck.org) |

|  |  |
| --- | --- |
| **Alert Headline:** | Tell the Unified Government to make Wyandotte County safe and welcoming |

|  |  |  |  |
| --- | --- | --- | --- |
| **Publish:** | 9/26/2017 | **Expire:** | 11/27/2017 |

|  |
| --- |
| **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. |
| Nearly 30,000 residents of Wyandotte County may not have government-issued photo ID due to the inaccessibility of their birth certificate or other necessary documentation. As a result, those who lack ID face significant challenges fully participating in their community and performing common tasks such as opening a bank account or seeing a doctor.  This problem could be rectified through the establishment of a municipal photo ID program. A municipal ID is a form of ID that is issued by a city or county for the purpose of proving a person’s identify within that city or county. A municipal ID program would make Wyandotte County a safer and more welcoming place for all of its residents to call home. |

|  |
| --- |
| **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** |
| Wyandotte County needs municipal ID |
| Let’s make Wyandotte County safer and more welcoming |
| We need municipal ID now |
|  |
|  |
|  |
|  |

|  |  |  |
| --- | --- | --- |
| **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 |

|  |
| --- |
| **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 Unified Government Commissioners,  As many as 30,000 residents of Wyandotte County may lack government-issued photo ID due to the inaccessibility of their birth certificate or other documentation that is necessary to obtain a driver’s license.  As a result, those who lack ID, including the elderly, immigrants, people of color, and foster youth, face substantial challenges performing routine tasks each and every day. This causes those without ID to be ostracized from the community, which is bad for everyone.  This problem could be rectified by the establishment of a municipal photo ID program, which would allow individuals without a government-issued ID to access community services and benefits, better engage in the local economy, and—most importantly—feel more valued and included in their community. |
| **Email message body (editable by sender):**  Cities and counties across the country have already implemented municipal ID programs and have reported great success. In New York City, 730,000 people applied for a municipal ID within the first year of the program. Other cities have reported a decrease in crime and an increase in the reporting of crimes since their ID program was enacted.  These successes could be replicated in Wyandotte County. From non-profits in the community, to Unified School District 500, to residents just like me, the idea of establishing a municipal ID program has board support across the county. |
| **Required ending for email message (not editable by sender):**  Our community is stronger when everyone feels safe and welcome. Please act today to take steps to initiate a municipal ID card program in Wyandotte County. |
| **Talking points for call (for Call Alerts ONLY):** |

|  |
| --- |
| **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 make Wyandotte County a safer and more welcoming community.  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)** |
|  |