**EMAIL SET-UP**

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| **Affiliate Name** | Kansas |

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| **Mailing Date:** | 11/22/2017 | **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.** |
| [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.” |
| Call to demand a clean Dream Act |

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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. |
| Take a stand for Kansas Dreamers |

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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],  Kansas is home to 6,000 Dreamers. These young people give back to our country in innumerable ways: they teach in our schools, work in our hospitals, serve in our military, and are valued members of our communities. And yet, President Trump and his anti-immigrant allies in Congress don’t think they deserve a chance to live the American dream.  In the nearly three months since the Trump Administration cruelly ended the Deferred Action for Childhood Arrivals (DACA) program, Congress has done nothing to protect the 800,000 young people living in limbo as they await potential deportation to countries they barely know.  **This is unacceptable.** We need Congress to pass a clean Dream Act to allow young Dreamers a pathway to citizenship in the country they love and call home. **Call Senator Moran at 202-224-6521 and Senator Roberts at 202-224-4774 today** to demand that they take a stand to protect Kansas Dreamers and support the passage of a clean Dream Act.  Enough is enough. We can’t sit back and idly watch as Congress fails our immigrant youth. Call Senator Moran and Senator Roberts today to demand protection for Dreamers.  Talking points   * Kansas is home to 6,000 Dreamers. These individuals are teachers, doctors, students, and valued members of our communities. * Unless Congress acts to pass reform, these young people will be ripped away from their families, jobs, and the country they love. * Immigrants’ lives should not be used as a political bargaining chip. You must take a stand for the nearly 800,000 Dreamers in our country and support a clean Dream Act.   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 Jerry Moran – 202-224-6521  Senator Pat Roberts – 202 -224-4774 |

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| **Alert Headline:** | Call to demand a clean Dream Act |

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| **Publish:** | 11/22/2017 | **Expire:** | 1/1/2018 |

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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. |
| Senators Moran and Roberts can’t stand by as Kansas’ 6,000 Dreamers are torn away from their families and forced to leave the country they call home. Call today to demand their support of a clean Dream Act. |

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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):** |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **Talking points for call (for Call Alerts ONLY):**   * Kansas is home to 6,000 young Dreamers. These individuals are teachers, doctors, students, and valued members of our communities. * Unless Congress acts to pass reform, these young people will be ripped away from their families, jobs, and the country they love. * Immigrants’ lives should not be used as a political bargaining chip. You must take a stand for the nearly 800,000 Dreamers in our country and support a clean Dream Act. |

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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 Dreamers in our country. 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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