**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | Kansas |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 12/6/2017 | **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.) |
| Riley County only: 66449, 66502, 66503, 66505, 66506, 66517, 66531, 66554 |

|  |
| --- |
| **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); [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@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.” |
| Thank Riley County Attorney Wilkerson for being smart on crime |

|  |
| --- |
| **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. |
| Diversion makes Riley County stronger |

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

|  |
| --- |
| **Hyperlinks for email message** |
| [www.aclukansas.org](http://www.aclukansas.org)  Link to report: <https://www.aclukansas.org/en/publications/choosing-incarceration> |

|  |
| --- |
| **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],  As you read this, nearly 10,000 Kansans—many with mental illness or substance abuse addictions—sit behind bars. Although the crime rate continues to fall to near record lows, our prison population is skyrocketing, pushing the system’s capacity to its limits, wasting millions in taxpayer dollars, and causing irreversible damage to thousands of families impacted by the incarceration of a loved one.  We simply can’t afford to continue at this rate. Something needs to change—and fast.  After months of exhaustive research, we **released a report today** identifying one smart tool county prosecutors can use to reduce the prison population, cut spending, and make our families and communities safer and stronger: diversion.  Diversion is a program in which non-violent, low-level offenders are able to complete alternative sentences, such as community service, restitution, or rehabilitation, instead of going to prison. This allows them to continue working and providing for their families, seek any necessary mental or behavioral health treatment, and remain a productive member of the community, which greatly reduces the likelihood that they will offend again.  **Have you or a loved one been positively impacted by a diversion program? We’d like to hear your story.**  Diversions can only be granted by a county prosecutor, not a jury or judge. And although prosecutors in counties all across the country consider diversion to be one of the best tools in their criminal justice toolbox, most prosecutors in Kansas refuse to give it even a fighting chance.  One of the few exceptions? Your very own county attorney, Barry Wilkerson! As Riley County Attorney, he utilizes diversion in 13.9% of felony cases. This rate is much higher than the national average of 9%, and it’s more than double the Kansas average of 5%!  By choosing to embrace diversion, County Attorney Wilkerson cuts down on thousands in government spending every year, prevents your county jails from becoming dangerously overcrowded, and, most importantly, chooses to give your friends, family and neighbors a second chance to become productive and law-abiding members of your community.  Prosecutors all across Kansas could learn a lot from County Attorney Wilkerson’s smart approach to criminal justice. **Make sure to send him a quick note to thank him for acting in the best interest of Riley 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** | Riley County Attorney Barry Wilkerson, [attorney@rileycountyks.gov](mailto:attorney@rileycountyks.gov) |

|  |  |
| --- | --- |
| **Alert Headline:** | Thank County Attorney Wilkerson for being smart on crime |

|  |  |  |  |
| --- | --- | --- | --- |
| **Publish:** | 12/6/2017 | **Expire:** | 2/7/2018 |

|  |
| --- |
| **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. |
| Riley County Attorney Barry Wilkerson utilizes diversion in 13.9% of felony cases, which is significantly higher than the national average and 8.9% more than the average in Kansas. His high utilization of diversion cuts government spending, reduces the prison population, and makes Riley County safer, stronger, and freer. |

|  |
| --- |
| **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** |
| Thank you for using diversion |
| Thank you for being smart on crime |
| Thank you for acting in the best interest of Riley County |
|  |
|  |
|  |
|  |

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

Criminal justice

|  |
| --- |
| **Email to targets**  It is possible to create unique messages based on the recipient chamber. |
| **Required beginning for email message (not editable by sender):**  County Attorney Wilkerson,  As Riley County Attorney, you utilize diversion in 13.9% of felony cases. This rate is higher than the national rate of 9%, and significantly higher than the Kansas average of 5%.  Diversion makes Riley County safer, stronger and freer. Thank you for taking action that reduces overcrowding in our prisons, cuts government spending, and allows Riley County residents a second chance at building successful and productive lives. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  As a resident of Riley County, I recognize and appreciate that you are acting in the best interest of our county when you offer non-violent offenders diversion. Thank you for all that you do. |
| **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 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)** |
|  |