**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Kentucky |

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| **Mailing Date:** | 1/4/2018 | **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.) |
| Paducah, Kentucky (42001, 42002, 42003) |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [Amber@aclu-ky.org](mailto:Amber@aclu-ky.org), [Kate@aclu-ky.org](mailto:Kate@aclu-ky.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.” |
| Email, call and show up for LGBT Fairness  Paducah: Take action for LGBT Fairness  Paducah is a city of Fairness  Take action: Paducah is a city of Fairness  Act now for Fairness in Paducah |

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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 action, the Paducah City Commission is voting on Fairness 1/9 |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
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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 Paducah Supporters,  Your city commission is preparing to vote on an LGBT Fairness ordinance next Tuesday!  Before the vote, can you call and email the commissioners and Mayor to ask for their support? Both your phone and email message can say, “Please VOTE NO on the anti-Fairness AMENDMENT! VOTE YES on the CLEAN ORDINANCE--LGBT Fairness discrimination protections in employment, housing, & public accommodations!"  The Phone number for the Mayor and All Commissioners is (270) 444-8504.  You can reach the Mayor and Commissioners by email at:  Mayor Brandi Harless: bharless@paducahky.gov  Commissioner Sandra Wilson: swilson@paducahky.gov Commissioner Allan Rhodes: arhodes@paducahky.gov Commissioner Sarah Stewart Holland: sholland@paducahky.gov Commissioner Richard Abraham: rabraham@paducahky.gov  Thanks for taking these important actions for LGBT Fairness in Paducah. If you’re available, JOIN US for the Paducah City Commission's VOTE Tuesday, January 9, on LGBT Fairness!  If you would like to speak briefly at the meeting, consider joining us any time 3:30-5 p.m. at the McCracken County Public Library for talking points & messaging help! Please note the McCracken Public Library's elevator is under construction & meeting room is on 2nd floor. We will also have access to 1st floor spaces for accessibility.  Thank you for standing for Fairness in Paducah!  Sincerely,  ACLU of Kentucky |

**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 (if possible to set up both)**  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** | Mayor Brandi Harless: bharless@paducahky.gov  Commissioner Sandra Wilson: swilson@paducahky.gov Commissioner Allan Rhodes: arhodes@paducahky.gov Commissioner Sarah Stewart Holland: sholland@paducahky.gov Commissioner Richard Abraham: rabraham@paducahky.gov  Phone number for commissioners and mayor is: (270) 444-8504. |

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| **Alert Headline:** | LGBT Fairness in Paducah |

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| **Publish:** | 1/4/2018 | **Expire:** | 1/31/2018 |

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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. |
| Paducah’s City Commission will soon be voting on an LGBT Fairness ordinance. Ask the Mayor and City Commissioners to pass anti-discrimination protections in employment, housing, & public accommodations. |

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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** |
| Paducah is a city of Fairness |
| Support Fairness in Paducah |
| LGBT Fairness in Paducah |
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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):**  Thank you for your recent attention to LGBT Fairness in Paducah. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  As you prepare for your final vote, please VOTE NO on the anti-Fairness AMENDMENT that would allow continued discrimination in our city! VOTE YES on the CLEAN ORDINANCE--LGBT Fairness discrimination protections in employment, housing, & public accommodations! |
| **Talking points for call (for Call Alerts ONLY):**  Please VOTE NO on the anti-Fairness AMENDMENT that would allow continued discrimination in our city! VOTE YES on the CLEAN ORDINANCE--LGBT Fairness discrimination protections in employment, housing, & public accommodations! |

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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 Paducah. This is an important issue and your councilmembers 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)** |
| Paducah, take action for #LGBT Fairness ahead of vote scheduled for 1/9 |