**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Louisiana |

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| **Mailing Date:** | 12/12/2017 | **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.) |
| New Orleans Chapter |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [colleen@laaclu.org](mailto:colleen@laaclu.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.” |
| BREAKING: Stop Big Brother in the Big Easy |

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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 to protect privacy in New Orleans |

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| **Side Box Content**  Remove side box  Include side box |
| Your Privacy is at Risk  Take Action |

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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. |
| The New Orleans City Council is considering a massive and dangerous expansion of government surveillance, and we need your help to stop it.  The proposed ordinance would require all businesses that sell alcohol – including restaurants, bars and corner stores – to install a video surveillance camera that would upload footage 24/7 onto a cloud-based server accessible to law enforcement.  That would mean 1,500 new external video cameras, in every corner of the city, monitoring our every move.  This is government surveillance on steroids, and we’re running out of time to stop it.  **Take action and tell the New Orleans City Council to protect privacy and reject these dangerous police-state surveillance tactics.**  Video surveillance on this scale would threaten our constitutional right to privacy, increase the risk of discriminatory targeting and weaken the bonds of trust with the community – without making New Orleans safer.  Studies have shown that video surveillance is susceptible to abuse and not effective in preventing or reducing crime.  New Orleanians have a right to go about their daily lives without being constantly monitored by the government.  The City Council will meet to consider the proposal this Thursday, December 14.  **Contact city leaders TODAY and ask them to reject this extreme and intrusive surveillance mandate.** |

**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** | Councilmember Stacy Head (At-Large)  [shead@nola.gov](mailto:shead@nola.gov)  Councilmember Jason Williams (At-Large)   [jasonwilliams@nola.gov](mailto:jasonwilliams@nola.gov)  Councilmember Susan Guidry (District A)   [sgguidry@nola.gov](mailto:sgguidry@nola.gov)  Councilmember Latoya Cantrell (District B)  [lcantrell@nola.gov](mailto:lcantrell@nola.gov)  Councilmember Nadine Ramsey (District C)  [districtc@nola.gov](mailto:districtc@nola.gov)  Councilmember Jared Brossett (District D) [councildistrictd@nola.gov](mailto:councildistrictd@nola.gov)  Councilmember James Gray (District E)  [jagray@nola.gov](mailto:jagray@nola.gov) |

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| **Alert Headline:** | Stop Big Brother in the Big Easy |

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| **Publish:** | 12/12/2017 | **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. |
| The New Orleans City Council is considering a massive and dangerous expansion of government surveillance, and we need your help to stop it.  Take action and tell the New Orleans City Council to protect privacy and reject Ordinance No. 32-107. |

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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** |
| Protect Privacy and Reject Ordinance No. 32-107 |
| Oppose police-state surveillance in New Orleans |
| Stop government surveillance on steroids |
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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):**  Dear City Councilor, |
| **Email message body (editable by sender):**  The government surveillance expansion proposed by Ordinance No. 32-107 would threaten our privacy and our way of life – without making our streets safer.  Studies have shown that video surveillance is susceptible to abuse and not effective in preventing or reducing crime.  Please reject this ordinance and pursue more sensible solutions for improving public safety. |
| **Required ending for email message (not editable by sender):**  Thank you. |
| **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 Louisiana. 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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