**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Maine |

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| **Mailing Date:** | 3/30/2018 | **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.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| rhealy@aclumaine.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.” |
| Keep racist laws out of Maine |

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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. |
| Tell legislators to reject anti-immigrant bill |

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| **Side Box Content**  Remove side box  Include side box |
| Tell legislators: NO on LD 1833. |

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| **Hyperlinks for email message** |
| Link to action |

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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. |
| Earlier this month, hundreds of you took action and told the Judiciary Committee to reject Rep. Larry Lockman’s anti-immigrant bill, LD 1833. The committee listened to you and voted 7-6 against the bill.  **Now LD 1833 heads to the full legislature for a vote. Your legislators need to hear from you again. Contact them today and tell them to vote NO on LD 1833. [link to action alert]**  LD 1833, a so-called “anti-sanctuary city” bill, would force local police officers to act as immigration agents and support the Trump administration's out-of-control deportation efforts.  This bill capitalizes on anti-immigrant fervor to make immigrants feel scared and unwelcome. It compromises the ability of law enforcement to do their jobs and undermines the Constitution by promoting racial profiling and unlawful detention.  **Tell your legislators to take a stand for all Maine people and vote NO on LD 1833. [link to action alert]**  Thank you for speaking up.  Sincerely,  Alison Beyea |

**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** |  |

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| **Alert Headline:** | Racist bills have no place in Maine |

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| **Publish:** | 3/30/2018 | **Expire:** | 4/30/2018 |

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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. |
| Like other so-called “anti-sanctuary city” bills around the country, LD 1833 would force local police to participate in the Trump administration’s out-of-control deportation machine.  LD 1833 is bad for Maine. It will make immigrants feel scared and unwelcome. It will compromise the ability of law enforcement to do their jobs. It will undermine the Constitution by promoting racial profiling and unlawful detention.  Tell legislators to vote no on LD 1833. Sign the petition today. |

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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** |
| Reject LD 1833 |
| Vote no on anti-immigrant bill |
| Anti-immigrant bill has no place in ME |
| Vote to protect all Mainers |
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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):**  Please vote no on LD 1833. |
| **Email message body (editable by sender):**  Last year, over 100 Mainers testified against a bill designed to make immigrants feel less welcome here. The legislature heard them loud and clear, and rejected the bill. Now a virtually identical bill is making its way through the legislature. LD 1833, a so-called “anti-sanctuary city” bill, is designed to make immigrants feel unwelcome here.  LD 1833 is bad for Maine. It will divide our community. It will compromise the ability of law enforcement to do their jobs. It will undermine the Constitution by promoting racial profiling and unlawful detention.  Advocates, faith leaders and law enforcement officials have all taken a stand against this dangerous bill. I urge you to take a stand against it too. |
| **Required ending for email message (not editable by sender):**  Thank you for voting NO on LD 1833. |
| **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 Maine. 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)** |
| ACTION: Tell ME legislators to reject anti-immigrant bill #CantDivideUs #NoOn1833 |