**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Massachusetts |

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| **Mailing Date:** | 10/30/2017 | **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.** |
| Aaron Wolfson, awolfson@aclum.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.” |
| One step closer to criminal justice reform |

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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. |
| Let’s keep up momentum until comprehensive criminal justice reform is signed into law! |

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| **Side Box Content**   Remove side box  Include side box |
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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. |
| Thanks to you, on Thursday night, the Massachusetts Senate passed the first major criminal justice reform bill in many years – and rejected two dangerous amendments that would have significantly expanded government wiretap surveillance powers in our state.  **This was a direct result of your calls and emails to Senators. We heard from many legislators that the ACLU’s surround sound made a powerful difference.**  **That was Step One.** *[hyperlink]*  The Senate bill contains many crucial reforms, including the repeal of mandatory minimum sentences for many drug offenses that have for years unfairly punished people of color and driven over-incarceration.  While we celebrate this victory, the job isn’t done. Now we take our efforts to the state House of Representatives, which is expected to take up its own version of this criminal justice reform bill as soon as next week.  **Step Two is ensuring that the House also passes meaningful criminal justice reforms.** *[hyperlink]*  We’ve proven we can effect powerful change if we all join together. We hope you will continue raising your voice until comprehensive criminal justice reform is signed into law.  Onward,  ACLU of Massachusetts  P.S. Please stay tuned. In the next couple weeks, we will ask you to take at least one more action to ensure that the House passes a strong criminal justice bill. Victory – a more just and fair Massachusetts – is within reach if we keep up the fight! *[Hyperlink “keep up the fight”]* |

**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:** | Tell your representative: pass strong criminal justice reform |  |

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| **Publish:** | 10/30/2017 | **Expire:** | 11/8/2017 |

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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. |
| Criminal justice reform is heading to the Massachusetts House of Representatives. Please urge your representative to pass meaningful reform to end over-incarceration and ensure a more fair justice system. |

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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** |
| Please help pass the strongest possible criminal justice reform bill |
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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 Representative \_\_\_\_\_\_\_,  Please work to pass a robust criminal justice reform bill in the House. Specifically, I hope the House will:   1. Repeal unjust mandatory minimum sentencing for drug offenses; 2. Protect young people from becoming entangled in the criminal legal system; 3. Divert people away from prison who would be better served by drug treatment or other alternatives; 4. Improve opportunities and incentives for incarcerated people; and 5. Reduce harmful collateral consequences.   Over the last three decades, incarceration has risen at a faster rate in Massachusetts than in the nation overall, tough on crime policies have driven contact with the criminal legal system up to exceptionally high levels in communities of color, and the failed ‘war on drugs’ continues to exacerbate the opioid crisis across the Commonwealth.  The Massachusetts criminal justice system is not working. Not for the low-income communities where incarceration impacts one out of every two households. Not for the Black and Latino residents who make up 22% of the population, but 75% of people locked up for mandatory minimums. Not for individuals suffering from opioid addiction who are 56 times more likely to die of overdoses shortly after being released from prison.  It’s time for real change. Among other important priorities, it’s time for Massachusetts to end mandatory minimum sentencing for drug offenses. Repealing mandatory minimums would restore accountability to our criminal justice system by eliminating a system that works differently for different people.  Finally, I urge you and your colleagues to keep any criminal justice reform bill focused on reducing incarceration and other harmful effects of the criminal legal system. The House must not mistake criminal justice reform legislation for an opportunity to increase criminal penalties or prosecutorial powers. That would be a sad mistake. I will be watching closely to see how the House handles this significant opportunity. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Thank you for using your voice and your vote to make our criminal legal system fairer and more just. |
| **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 strengthen criminal justice reform in Massachusetts. 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)** |
| Urge your Massachusetts state representative to pass comprehensive criminal justice reform. #mapoli #cjreformma |