**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Mississippi |

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| **Mailing Date:** | 1/8/2018 | **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.** |
| Zakiya Summers  [zsummers@aclu-ms.org](mailto:zsummers@aclu-ms.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.” |
| Statewide Body Cams Policy Needed Now |

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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. |
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| **Side Box Content**  Remove side box  Include side box |
| Download Report: “Striking the Right Balance: An Analysis of Body-worn Camera Policies in Mississippi” |

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| **Hyperlinks for email message** |
| <https://www.aclu-ms.org/en/campaigns/bwc-reports> |

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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 {name},  Today, the ACLU of Mississippi released its report, “**Striking the Right Balance: An Analysis of Body-worn Camera Policies in Mississippi.”** The report details the lack of uniformity in policies guiding the use of body cameras and provides recommendations that will protect privacy rights and the public’s right to know, and ensure accountability.  Urge lawmakers to support legislation that would strike the right balance of policy transparency and civilian privacy.  For the third consecutive year, legislation has been introduced at the Mississippi Capitol that would require uniform standards for the use of body cams. Our investigation into local policies currently in place makes clear that without this bill's passage, body cams will not be an effective tool for improving police-community relations. If anything, continued use of body cams without statewide guidance will deepen the divide between police and the community.  Take action to ensure that body cameras are used as a tool to advance police accountability, not as another piece of technology in law enforcement's surveillance arsenal.  Body cams can bring greater transparency to law enforcement interactions with the public, but in order for body cams to benefit officers and civilians alike, a statewide policy providing uniform guidelines is crucial.  Thank you for supporting reasonable and over-due police reforms that will benefit law enforcement and civilians, alike.  Read the report, and share it with your followers.  Sincerely,  Jennifer Riley Collins  Executive Director |

**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:** |  |

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| **Publish:** |  | **Expire:** |  |

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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. |
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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** |
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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):** |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **Talking points for call (for Call Alerts ONLY):**  Hi, I’m (your name) and I live in (your city or county). I am calling to ask for your support in establishing uniform standards for use of police-worn body cameras.  There is a bill that is being sponsored by Senators Angela Turner-Ford and Derrick Simmons that would establish a statewide policy so that body camera usage by police benefits both the officers and the communities they serve. This bill will not mandate use of body cams, rather it will provide uniformed guidelines that promote transparency and accountability and balance police protection and citizen privacy for departments that deploy body-worn cameras.  Body cams can be a “win-win” for both the public and police, but only if there is a good balance between transparency, accountability, and privacy protections. Using this technology without proper safeguards and the right policies in place can turn a tool that was meant for increased transparency and accountability into a surveillance tool, violate individual privacy rights, and further erodes trust between law enforcement and the community.  Can I count on your support for this measure? |

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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 Mississippi. 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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