**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU of Nebraska |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| trichard@aclunebraska.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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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.” |
| Up to $19 for a phone call home |

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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. |
| Private phone companies are charging poor Nebraskans in jail sky-high rates to call home. |

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| **Side Box Content (Action & Event format only)** |
| Sign the petition  For-profit phone companies made nearly 1.5 million off of poor Nebraskans in jail. End the abuse. |

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| **Hyperlinks for email message \*\*** |
| Petition link |

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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 is one thing you want your recipient to notice, it is 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 First\_Name:  As a mom of two young children staying connected to our loved ones is one of the most important and enjoyable parts of the holiday season for me. But for thousands of children in Nebraska this holiday season, a phone call from their parents is just too expensive for them to connect. Our system of mass incarceration has grown so unwieldy that there are over 40,000 Nebraska children with a parent currently or formerly incarcerated. We know that maintaining contact with families is good for children, good for those behind bars, and ultimately good for public safety.  The reason system involved families will have trouble connecting this holiday season and beyond is because in Nebraska, private for-profit contractors are given exclusive access to provide phone service in county jails. These companies are charging sky high rates–sometimes **as much as $19 for a 15-minute phone call**–that keep families from staying connected. We know that the criminal justice system disproportionally impacts communicates of color and low-income Nebraskans making this financial exploitation even more egregious.  **Will you sign the petition asking Nebraska lawmakers to stop private companies from profiting off of poor Nebraskans? (link)**  Just this week, the ACLU released a county-by-county analysis of how county jails are handling phone calls.  While phone providers in Nebraska typically adhere to a strict regulatory structure, when it comes to county jail calls, it is the wild wild west. We found over half of Nebraska county jails are charging between $7-$19 for a 15-minute phone call. People in county jails are most often calling into the same city or a nearby community, so these prices are sky-high while calling across state lines is often much cheaper. **One provider literally has a video of a county sheriff swimming in money to promote its services to counties.**  Just as concerning, most counties have no policy or system to ensure phone calls between attorneys and those in county jail are private. Keep in mind that nearly half of those in our county jails have not yet been convicted of a crime, they are just too poor to bail themselves out. In county jails, we are hearing concerns from defense attorneys unable to talk to their clients confidentially. This impacts clear 6th amendment rights to counsel and undercuts the promise of a fair trial.  **Last year, ACLU supporters spoke out about modern day debtors’ prisons where people are far too often jailed just because they are poor–unable to pay bail, fines, or fees-and the Nebraska Legislature listened and made reforms. Now, your voice is needed again. Sign the petition and help low-income Nebraskans stay in contact with their families while behind bars. (link)**  We’ll keep fighting to end our criminal justice system’s abuse of poor Nebraskans, and I know you will too.  In solidarity,  Danielle Conrad Executive Director |