**EMAIL SET-UP**

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| **Affiliate Name** | Nevada |
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| **Mailing Date:** | 4/24/2018 | **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.** |
| [juhl@aclunv.org](mailto:juhl@aclunv.org); [story@aclunv.org](mailto:story@aclunv.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.” |
| Tell the NV DoE: Protect Vulnerable Students |

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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. |
| The state Department of Education will consider a regulation that will protect sex and gender diverse students May 11. Send them an email to support the measure. |

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| **Side Box Content**  Remove side box  Include side box |
| The Nevada Department of Education will consider this regulation at 9 a.m. on Friday, May 11, 2018.  Speak out for sex and gender diverse students by attending the meeting in person in Carson City or Las Vegas:  Las Vegas  Department of Education, 2nd Floor Board Room  9890 S. Maryland Pkwy Las Vegas  Carson City  Department of Education Board Room  700 E. Fifth St |

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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. |
| Dear supporter,  Stand up for our state’s vulnerable students by sending a message to the Nevada Department of Education to tell them to protect sex and gender diverse students.  Anti-LGBTQ special interest groups have tried to weaken the regulation’s protections for these vulnerable students by demeaning these students at meeting after meeting and spreading the lie that gender diverse students are a threat to the safety of other students.  We’ve made it easy for you to show your support for vulnerable students. Your voice can demonstrate to the Department of Education that these scare tactics do not represent Nevada’s values and that LGBTQ students deserve to feel safe at school.  In liberty,  Tod Story  Executive Director,  ACLU of Nevada |

**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** | ndeinfo@doe.nv.gov |

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| **Alert Headline:** | Nevada students need your support |  |

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| **Publish:** | 4/24/2018 | **Expire:** | 5/11/2018 |

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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 Nevada Department of Education is working on a regulation that will go a long way to protect sex and gender diverse students across the state. But anti-LGBTQ special interest groups are acting like bullies and trying to block the regulation by showing up to public meetings and demeaning vulnerable kids. At each meeting, the opposition has sought to weaken the regulation’s protections for gender diverse students.  You can help by sending a message to the Department of Education and telling them that gender diverse kids need to feel safe at school. |

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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 move forward with this policy ASAP Re: R099-17 |
| Sex/gender diverse students need to feel safe at school Re: R099-17 |
| Teachers and administrators need guidance on trans issues Re: R099-17 |
| Protect vulnerable students! Re: R099-17 |
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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):**  To Steve Canavero, Ph.D., Superintendent of Public Instruction, Nevada Department of Education:  I appreciate the Department of Education’s work to protect vulnerable students in Nevada. I urge you to move forward with this policy as soon as possible in order to ensure our sex and gender diverse students feel safe at school.  Anti-LGBTQ special interest groups want you to think these students pose a threat to the safety and privacy of other students, but that is simply not true. LGBTQ students – especially those who are transgender or gender diverse – face violence and bullying at greater rates than their cisgender peers. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Principals and school leaders need the guidance and support of this policy, and sex and gender diverse students need safe and respectful learning environments.  Thank you for doing the right thing. |
| **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 the rights of vulnerable students in Nevada. Your comments will be sent to the Department of Education.  Take the next step and share this alert with your friends:  http://image.actions.aclu.org/lib/fe9315707063007477/m/1/twitter_icon.pngShare on Twitter | http://image.actions.aclu.org/lib/fe9315707063007477/m/1/facebook_small.gifShare 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” > |
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| Twitter share text (140 character limit):  I sent a comment to the NV Dept of Education to tell them to protect vulnerable students. Sex and gender diverse kids deserve to feel safe at school. |