**EMAIL SET-UP**

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| **Affiliate Name** | ACLU-NH |

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| **Mailing Date:** | 2/7/2018 | **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.** |
| [gibson@aclu-nh.org](mailto:gibson@aclu-nh.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.” |
| Improve victims’ rights and protect constitutional rights! |

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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. |
| Support amending CACR 22 to best protect everyone’s constitutional rights! |

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| **Side Box Content**  Remove side box  Include side box |
| Improve victims’ rights and protect constitutional rights!  Call NH State Senators and urge them to support amending CACR 22. |

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| **Hyperlinks for email message** |
| 1. **The ACLU of NH needs your help to encourage state legislators to have an in-depth discussion about how the Granite State can best protect victims’ rights while upholding everyone’s constitutional rights.** (insert action link) 2. **“Granite State Debates -- Jeanne Hruska: Don't rush Marsy's Law into NH Constitution.”** (<https://www.aclu-nh.org/en/news/granite-state-debates-jeanne-hruska-dont-rush-marsys-law-nh-constitution>) 3. **If you support improving victim’s rights and protecting everyone’s constitutional rights – call NH State Senators and urge them to support amending CACR 22, also known as “Marsy’s Law.”** (insert action 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 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. |
| Greetings ACLUers,  **The ACLU of NH needs your help to encourage state legislators to have an in-depth discussion about how the Granite State can best protect victims’ rights while upholding everyone’s constitutional rights**.  A proposed amendment to the NH Constitution—CACR 22—is a start to this discussion but falls short. Our founding fathers established specific rights for individuals accused of crimes, recognizing the unparalleled power that the State has to take someone’s liberty away. The often horrible and tragic experiences of victims is not undone or made better by infringing on the presumption of innocence or the constitutional rights of the accused. Currently, CACR 22 does just that – infringes on the presumption of innocence and the constitutional rights of the accused.  **If you support improving victim’s rights and protecting everyone’s constitutional right to due process – call NH State Senators and urge them to support amending CACR 22, also known as “Marsy’s Law.”**  For more information, please read **“Granite State Debates -- Jeanne Hruska: Don't rush Marsy's Law into NH Constitution.”**  Civilly yours,  Christina Gibson  Public Affairs Manager  ACLU of New Hampshire |

**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** | 1. NH State Senator, Minority Leader, Jeff Woodburn, 603-271-3207, [Jeff.Woodburn@leg.state.nh.us](mailto:Jeff.Woodburn@leg.state.nh.us) 2. NH State Senator Bob Giuda 603-271-2111, [Bob.Giuda@leg.state.nh.us](mailto:Bob.Giuda@leg.state.nh.us) 3. NH State Senator, Majority Leader, Jeb Bradley, 603-271-2609, [jeb.bradley@leg.state.nh.us](mailto:jeb.bradley@leg.state.nh.us) 4. NH State Senator David Watters, 603-271-8631, [david.watters@leg.state.nh.us](mailto:david.watters@leg.state.nh.us) 5. NH State Senator Martha Hennessey, 603-271-3067, [Martha.Hennessey@leg.state.nh.us](mailto:Martha.Hennessey@leg.state.nh.us) 6. NH State Senator James Gray, 603-271-3042,   [James.Gray@leg.state.nh.us](mailto:James.Gray@leg.state.nh.us)   1. NH State Senator Harold French, 603-271-4063, [Harold.French@leg.state.nh.us](mailto:Harold.French@leg.state.nh.us) 2. NH State Senator Ruth Ward, 603-271-4151, [Ruth.Ward@leg.state.nh.us](mailto:Ruth.Ward@leg.state.nh.us) 3. NH State Senator Andy Sanborn, 603-271-3042, [andy.sanborn@leg.state.nh.us](mailto:andy.sanborn@leg.state.nh.us) 4. NH State Senator Jay Kahn, 603-271-8631, [Jay.Kahn@leg.state.nh.us](mailto:Jay.Kahn@leg.state.nh.us) 5. NH State Senator Gary Daniels, 603-271-4980, [Gary.Daniels@leg.state.nh.us](mailto:Gary.Daniels@leg.state.nh.us) 6. NH State Senator Kevin Avard, 603-271-4151, [Kevin.Avard@leg.state.nh.us](mailto:Kevin.Avard@leg.state.nh.us) 7. NH State Senator Bette Lasky, 603-271-3093, [bette.lasky@leg.state.nh.us](mailto:bette.lasky@leg.state.nh.us) 8. NH State Senator, President *Pro Tempore*, Sharon Carson, 603-271-1403, [sharon.carson@leg.state.nh.us](mailto:sharon.carson@leg.state.nh.us) 9. NH State Senator Dan Feltes, 603-271-3067, [Dan.Feltes@leg.state.nh.us](mailto:Dan.Feltes@leg.state.nh.us) 10. NH State Senator Kevin Cavanaugh, 603-271-3067, [Kevin.Cavanaugh@leg.state.nh.us](mailto:Kevin.Cavanaugh@leg.state.nh.us) 11. NH State Senator John Reagan, 603-271-4063, [john.reagan111@gmail.com](mailto:john.reagan111@gmail.com) 12. NH State Senator Donna Soucy, 603-271-3207, [donna.soucy@leg.state.nh.us](mailto:donna.soucy@leg.state.nh.us) 13. NH State Senator Regina Birdsell, 603-271-4151, [Regina.Birdsell@leg.state.nh.us](mailto:Regina.Birdsell@leg.state.nh.us) 14. NH State Senator Lou D'Allesandro, 603-271-2117, [dalas@leg.state.nh.us](mailto:dalas@leg.state.nh.us) 15. NH State Senator Martha Fuller Clark, 603-271-3092, [martha.fullerclark@leg.state.nh.us](mailto:martha.fullerclark@leg.state.nh.us) 16. NH State Senator, President of the Senate, Chuck Morse, 603-271-8472, [chuck.morse@leg.state.nh.us](mailto:chuck.morse@leg.state.nh.us) 17. NH State Senator William Gannon, 603-271-3091, no email address listed 18. NH State Senator Daniel Innis, 603-271-3077, [Dan.Innis@leg.state.nh.us](mailto:Dan.Innis@leg.state.nh.us) |

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| **Alert Headline:** | Improve victims’ rights and protect constitutional rights! |

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| **Publish:** | 2/5/2018 | **Expire:** | 2/28/2018 |

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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 ACLU of NH needs your help to encourage state legislators to have an in-depth discussion about how the Granite State can best protect victims’ rights while upholding everyone’s constitutional right to due process**.  A proposed amendment to the NH Constitution—CACR 22—is a start to this discussion but falls short. Our founding fathers established specific rights for individuals accused of crimes, recognizing the unparalleled power that the State has to take someone’s liberty away. The often horrible and tragic experiences of victims’ is not undone or made better by infringing on the presumption of innocence or the constitutional rights of the accused. Currently, CACR 22 does just that – infringes on the presumption of innocence and the constitutional rights of the accused.  **If you support improving victim’s rights and protecting everyone’s constitutional rights – call NH State Senators and urge them to support amending CACR 22, also known as “Marsy’s Law.”** |

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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** |
| Improve victims’ rights and protect constitutional rights! |
| Support Amending CACR 22 to improve victims’ rights! |
| Improve CACR 22! |
| Best protect victims’ rights, improve CACR 22! |
| Improve victims' rights and protect due process! |
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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):**  N/A |
| **Email message body (editable by sender):**  N/A |
| **Required ending for email message (not editable by sender):**  N/A |
| **Talking points for call (for Call Alerts ONLY):**   * Our founding fathers established very specific rights for individuals accused of crimes, recognizing the unparalleled power that the state has to take someone’s liberty away. The often horrible and tragic experiences of victims’ is not undone or made better by infringing on the presumption of innocence or the constitutional rights of the accused. * The current language in CACR 22 risks violating the constitutional rights of the accused under the Fifth and Fourteenth Amendments. * Provides zero guidance to judges and courts as to how to reconcile conflicts between the rights of victims and the constitutional rights of the accused who retain the presumption of innocence. This risks confusion, cases being overturned on appeal, and US constitutional rights being denied.   + Our victims’ rights statute addresses this specific concern by specifying that victims’ rights shall be enforced “to the extent that they can be reasonably guaranteed by the courts and by law enforcement and correctional authorities, and are not inconsistent with the constitutional or statutory rights of the accused, crime victims are entitled to the following rights.”   + This or similar language must be included in CACR 22. * This is not a zero-sum game. We can both reinforce victims’ rights and protect the constitutional rights of the accused. * Currently, CACR 22 also confuses the role of the prosecutor with that of a victim’s advocate, and threatens a prosecutor’s ethics, objectivity, and effectiveness. A prosecutor’s job is to represent the state, which may or may not have the same interests and desired outcome as the victim. CACR 22 should be amended to prevent prosecutors from being put in the situation of having to represent victims and the state. * The current definition of victim is almost limitless – it includes persons, corporations, and associations, and people harmed by misdemeanors. This could set up a situation wherein a victim proximately harmed by a misdemeanor has a right to consult with the prosecutor, and the right to have an attorney, but the accused does not. The definition should be refined to include only natural persons directly harmed by felonies. * With changes to the proposed language, we can both provide constitutional rights to victims and protect the constructional rights of the accused, thereby preserving the integrity and efficacy of our judicial system. |

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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 New Hampshire. 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)** |
| CALL-TO-ACTION: Call NH State Senators and urge them to best protect victims’ rights by improving CACR 22! #ImproveNHVictimsRights #NHPolitics |