**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 Oregon |

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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.** |
| Sarmstrong@aclu-or.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.” |
| Protect net neutrality in Oregon! |

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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 Trump admin dismantled important protections, but Oregon can still save net neutrality. |

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| **Side Box Content (Action & Event format only)** |
| The fight isn’t over! Support net neutrality in Oregon! |

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| **Hyperlinks for email message \*\*** |
| https://aclu-or.org/en/events/rally-net-neutrality-salem |

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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 supporter,  In December, the Trump FCC voted to dismantle policies that protected the open internet. What you can see on the internet, along with the quality of your connection, are at risk. If the FCC has its way, those companies could disfavor controversial viewpoints or smaller websites and favor the content providers who have the money to pay for better access.  The fight isn’t over, though. Tell your state legislators to support net neutrality in Oregon!  Network neutrality is a consumer issue, but it is also one of the foremost free speech issues of our time. It is pretty much impossible to get through life without using the internet anymore, so it's essential that our free speech rights are protected both on- and offline. Freedom of expression isn't worth much if the forums where people actually make use of it are not themselves free.  Take Action: Ask your state legislators to join the fight for net neutrality in Oregon.  Sincerely,  Kimberly McCullough Policy Director  ACLU of Oregon  P.S. Join us to rally for net neutrality on the capitol steps in Salem on 2/23 at noon! |

**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:** | Protect Net Neutrality in Oregon! |

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| **Publish:** | 2/9/2018 | **Expire:** | 3/12/2018 |

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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. |
| In December, the Trump FCC voted to dismantle policies that protected the open internet. What you can see on the internet, along with the quality of your connection, are at risk. If the FCC has its way, those companies could disfavor controversial viewpoints or smaller websites and favor the content providers who have the money to pay for better access.  The fight isn’t over, though. We can protect internet freedom in Oregon!  Network neutrality is a consumer issue, but it is also one of the foremost free speech issues of our time. It is pretty much impossible to get through life without using the internet anymore, so it's essential that our free speech rights are protected both on- and offline. Freedom of expression isn't worth much if the forums where people actually make use of it are not themselves free.  Tell your state legislators to support net neutrality in Oregon! |

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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** |
| Support HB 4155 for net neutrality in Oregon |
| I support HB 4155, Net Neutrality |
| The future of the open internet – support HB 4155 |
| Protect Net Neutrality in Oregon! Support HB 4155 |
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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 (Rep/Sen Title, Rep/Sen Last Name),  I urge you to support HB 4155 to protect net neutrality in Oregon.  In December, the Federal Communications Commission (FCC) dismantled net neutrality protections. This means that internet service providers will be allowed to charge consumers and businesses different amounts or slow down or restrict access to certain content.  The principles of net neutrality are important because:  - Businesses need a neutral internet.  - Consumers deserve choices.  - A free society depends on access to information. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  The internet should be a place where we can always access any lawful content we want, and where  the companies delivering that content can't play favorites because they disagree with the message being delivered or want to charge more money for faster delivery.  Please support HB 4155 for net neutrality in Oregon.  Sincerely, |
| **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 net neutrality in #Oregon. This is an important issue and our Oregon legislators need to hear from as many people as possible!  Take the next step and share this alert with your friends:  Share on Twitter | Share on Facebook  [Join us for a rally for net neutrality in Salem on 2/23 at noon!](https://aclu-or.org/en/events/rally-net-neutrality-salem)  -----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)** |
| The Trump admin dismantled important protections, but #Oregon can still save #netneutrality! Tell the #orleg to support an open internet! LINK |