**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Oregon |

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| **Mailing Date:** | 11/8/2017 | **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.) |
| Portland, Ore. |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| sarmstrong@aclu-or.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.” |
| Stop Police Spying in Portland |

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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. |
| Withdraw the Portland Police from the JTTF |

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| **Side Box Content**  Remove side box  Include side box |
| Tell the Portland City Council it’s time to leave the JTTF.  Take Action! |

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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, First Name),  Nearly three years ago, Portland rejoined the FBI’s Joint Terrorism Task Force (JTTF). Portlanders have long expressed concerns with the JTTF as it entangles local officers in surveillance and police practices that violate the state laws that protect Oregonians from being targeted based on our political, religious, or social views, or based on our real or perceived immigration status.  Now, under a president who has made it clear he will target people based on their religion (Muslims), national origin (immigrants), and political beliefs (protesters), it is more important than ever to stop participating in the federal government’s dragnet surveillance and spy program.  Tell the Portland City Council to withdraw from the JTTF.  The FBI and ICE, the biggest players in the Joint Terrorism Task Force, regularly engage in profiling and surveillance that is prohibited under Oregon law. Portland Police officers simply cannot comply with Oregon law while also operating as deputized JTTF agents. Furthermore, these officers operate without local oversight, as neither their supervisors, the city attorney, nor the mayor have the security clearance needed to monitor their work.  Take Action: It’s time for Portland to stop participating in the JTTF.  Sincerely,  Kimberly McCullough Policy Director ACLU of Oregon |

**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** | Mayor Ted Wheeler [mayorwheeler@portlandoregon.gov](mailto:mayorwheeler@portlandoregon.gov)  Commissioner Nick Fish [Nick@portlandoregon.gov](mailto:Nick@portlandoregon.gov)  Commissioner Amanda Fritz [amanda@portlandoregon.gov](mailto:amanda@portlandoregon.gov)  Commissioner Chloe Eudaly [chloe@portlandoregon.gov](mailto:chloe@portlandoregon.gov)  Commissioner Dan Saltzman [dan@portlandoregon.gov](mailto:dan@portlandoregon.gov) | |

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| **Alert Headline:** | Tell the Portland Mayor and City Council to withdraw from the Joint Terrorism Task Force |

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| **Publish:** | 11/8/2017 | **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. |
| Nearly three years ago, Portland rejoined the FBI’s Joint Terrorism Task Force (JTTF). Portlanders have long expressed concerns with the JTTF as it entangles local officers in surveillance and police practices that violate the state laws that protect Oregonians from being targeted based on our political, religious, or social views, or based on our real or perceived immigration status.  Now, under a president who has made it clear he will target people based on their religion (Muslims), national origin (immigrants), and political beliefs (protesters), it is more important than ever to stop participating in the federal government’s dragnet surveillance and spy program.  The FBI and ICE, the biggest players in the Joint Terrorism Task Force, regularly engage in profiling and surveillance that is prohibited under Oregon law. Portland Police officers simply cannot comply with Oregon law while also operating as deputized JTTF agents. Furthermore, these officers operate without local oversight, as neither their supervisors, the city attorney, nor the mayor have the security clearance needed to monitor their work.  Take Action: Tell the Portland City Council to withdraw from the JTTF. |

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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** |
| It’s time to leave the JTTF |
| How do we know our laws and values are being followed? |
| Get Portland out of the JTTF |
| Should we be surveilled for our religious beliefs? |
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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 (Title Full Name),  I am writing today to ask you to withdraw Portland from the Joint Terrorism Task Force (JTTF). For years, the City of Portland stayed out of the JTTF due to concerns that the agreement did not respect state laws that protect Oregonians from being surveilled and profiled based on our political, religious, or social views, or based on our real or perceived immigration status.  Now, under a president who has made it clear he will target people based on their religion (Muslims), national origin (immigrants), and political beliefs (protesters), it is more important than ever to stop participating in the federal government’s dragnet surveillance and spy program. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Please withdraw Portland from the Joint Terrorism Task Force.  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 civil liberties in Oregon. This is an important issue and our elected leaders need to hear from you.  Please share this important action 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” > |
| **Twitter share text (140 character limit):**  Portland should leave the JTTF. The FBI and ICE regularly engage in profiling and surveillance prohibited under Oregon law. |