**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU of Pennsylvania |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 6/18/2018 | **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) | | | |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| Andy Hoover, ahoover@aclupa.org  Elizabeth Randol, erandol@aclupa.org  Julie Zaebst, jzaebst@aclupa.org |

|  |
| --- |
| **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 |

|  |
| --- |
| **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.” |
| Politicians want to restrict abortion, not protect those with Down syndrome |

|  |
| --- |
| **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. |
| Stop the General Assembly from restricting women’s access to abortion care! |

|  |
| --- |
| **Side Box Content**  Remove side box  Include side box |
| Politicians in Harrisburg are again trying to limit women’s ability to have an abortion. Tell your state senator to vote NO on House Bill 2050! |

|  |
| --- |
| **Hyperlinks for email message** |
|  |

|  |
| --- |
| **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 ACLU-PA supporter,  A bill before the state legislature that would ban abortion based on a prenatal diagnosis of Down syndrome recently passed the House, and it is now before the state Senate.  As a parent of a child with Down syndrome - our beloved son Lior - I can tell you that the bill does nothing to educate a family about having a child with a cognitive disability. Nor does it mandate genetic counseling or widen access to education, healthcare, employment opportunities, and other vital services people with cognitive disabilities may need.  It’s a blatant exploitation of people with Down syndrome as political pawns by Harrisburg politicians eager to interfere with Pennsylvanians’ reproductive freedom.  This bill must be stopped. **Please tell your state senator to protect Pennsylvanians’ reproductive rights and to vote NO on this regressive legislation.**  Choosing whether to become a parent, including a parent to a child with a cognitive disability, is an intensely personal and individual decision – certainly not one for politicians to make. This legislation would force all families to make the same decision, no matter the circumstances.  It makes me angry that people with Down syndrome, like Lior, are being used as bargaining chips in Harrisburg to restrict women’s right to control their own healthcare decisions. This is purely a manipulative play by anti-abortion legislators, one that we need to fight together. **Contact your state senator now and tell them to vote NO on this bill.**  In solidarity,  Rabbi Mordechai Liebling |

**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.

|  |
| --- |
| **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. |

|  |  |
| --- | --- |
| **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** |  |

|  |  |
| --- | --- |
| **Alert Headline:** | Politicians are again meddling with women’s reproductive healthcare |

|  |  |  |  |
| --- | --- | --- | --- |
| **Publish:** | 6/18/2018 | **Expire:** | 7/7/2018 |

|  |
| --- |
| **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. |
| Some state lawmakers just cannot resist their urge to rollback women’s access to reproductive healthcare. In a truly cynical move, they are now using people with Down syndrome for political cover.  House Bill 2050 prohibits a woman from having an abortion if it is because of a fetal diagnosis of Down syndrome. This blatantly unconstitutional bill has been blocked by courts everywhere that it has passed. And it forces a woman to be subjected to the state questioning her motives.  It is not the business of the commonwealth why a woman chooses to have an abortion. It is a constitutional right, and it must be protected. Tell your state senator to vote NO on HB 2050. |

|  |
| --- |
| **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** |
| Protect reproductive freedom. Vote NO on HB 2050. |
| Politicians should stay out of reproductive healthcare |
| Vote NO on House Bill 2050 |
| HB 2050 limits women’s reproductive rights. Vote NO. |
|  |
|  |
|  |

|  |  |  |
| --- | --- | --- |
| **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 |

|  |
| --- |
| **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 [decision maker],  The state Senate may soon vote on House Bill 2050, legislation to limit women’s access to abortion care. Please vote “no” on HB 2050. |
| **Email message body (editable by sender):**  House Bill 2050 prohibits a woman from having an abortion if she is having it because of a fetal diagnosis of Down syndrome. This legislation is a cynical ploy to restrict women’s reproductive rights, while using people with Down syndrome as political cover. Meanwhile, the legislature continues to fail to broaden access to education, healthcare, and other services that would benefit people with cognitive disabilities.  This bill is also blatantly unconstitutional. The Supreme Court case law guaranteeing a right to an abortion before viability has never limited that right based on the reason why a woman is having an abortion. Bills like this in other states have been blocked by courts everywhere that they have been passed. This legislation is a waste of taxpayer dollars and will trigger unnecessary lawsuits. |
| **Required ending for email message (not editable by sender):**  The state Senate should spend its time working on legislation that will benefit the people of Pennsylvania, not fighting a culture war on women’s constitutionally guaranteed right to an abortion. Vote “no” on House Bill 2050.  Sincerely, |
| **Talking points for call (for Call Alerts ONLY):** |

|  |
| --- |
| **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 Pennsylvania. 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)** |
| Some PA lawmakers want to limit women’s access to abortion. Tell the #PASenate to vote NO on HB 2050. |