**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of RI |

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| **Mailing Date:** | 6/11/2018 | **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.** |
| [ncordier@riaclu.org](mailto:ncordier@riaclu.org), [myoung@riaclu.org](mailto:myoung@riaclu.org), [hdavis@riaclu.org](mailto:hdavis@riaclu.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.” |
| Your call today will save a life tomorrow. Prevent this dangerous bill from becoming law. |

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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. |
| On Wednesday, the House Judiciary committee approved dangerous legislation that will risk the lives of Rhode Islanders facing drug addiction and only further entrench the failed War on Drugs. The bill has already passed the Senate; we need your help to prevent it from becoming law. |

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| **Side Box Content**  Remove side box  Include side box |
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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 Civil Libertarian:    On Wednesday, the House Judiciary committee approved dangerous legislation that will risk the lives of Rhode Islanders facing drug addiction and only further entrench the failed War on Drugs. The bill has already passed the Senate; we need your help to prevent it from becoming law.    House bill 7715 Sub A [<http://webserver.rilin.state.ri.us/BillText/BillText18/HouseText18/H7715A.pdf>] allows for life imprisonment of any person who provides an illicit controlled substance to another person that results in that other person's death. Make no mistake: **this bill will not mean fewer drugs on the streets**. In the best-case scenario, it will mean that drug-addicted Rhode Islanders - who often share drugs with each other or deliver them at the behest of dealers - will spend years in prison, closed off from the chance of meaningful recovery and the sober, happy lives they could lead instead. As a recent New York Times article [<https://www.nytimes.com/2018/05/25/us/drug-overdose-prosecution-crime.html>] noted, it is often friends and family members of drug overdose victims - not the “kingpins” proponents of this bill claim to be targeting - who get charged under these laws.    Even worse is the possibility that people present during a drug overdose will, afraid of spending life in prison, hesitate or refrain from calling for life-saving help. That is why medical professionals and the drug recovery community overwhelmingly oppose this legislation.  The House will vote on this bill in a matter of days. Call your House representative and Governor Raimondo today and urge them to oppose this bill. Remind them that drug addiction is a disease, and needs to be treated as a public health issue. You can find further background on the bill here [<http://riaclu.org/news/post/medical-professionals-urge-defeat-of-drug-homicide-bill-say-it-undermines>] and how to respond to arguments in favor of the bill here [riaclu.org/images/uploads/Answers\_to\_Arguments\_in\_Favor\_of\_HB\_7715.pdf]. You can use the script below as a starting point.    “My name is \_\_\_\_\_\_\_\_\_\_\_, I am from (your city or town), and I am asking you to oppose House bill 7715. Rhode Islanders who are addicted to drugs need help, not life in prison. I urge you to join with the dozens of medical professionals and drug recovery experts who oppose this bill. Please don’t let House bill 7715 become law. Thank you.”    Don’t know who your legislator is or how to reach them? Take a look here [<http://www.rilin.state.ri.us/representatives/default.aspx>] to find out. You can call Governor Raimondo at (401) 222-2080 or email her at [governor@governor.ri.gov](mailto:governor@governor.ri.gov).    Your call today may be what saves a life tomorrow. Thank you for your help.    P.S. With the end of the legislative session quickly approaching, this won’t be the only time we need you. Keep up with us on Facebook [<https://www.facebook.com/riaclu/>] and Twitter [<https://twitter.com/RIACLU>] for more on the bills you need to know, and how you can help.   |  | | --- | |  | |

**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:** |  |

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| **Publish:** |  | **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. |
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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** |
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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):** |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **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 XX. 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)** |
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