**EMAIL SET-UP**

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| **Affiliate Name** | Vermont |

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| **Mailing Date:** | 5/23/2018 | **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.) |
| Chittenden County: [05402](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05402.cfm), [05406](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05406.cfm), [05407](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05407.cfm), [05449](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05449.cfm), [05451](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05451.cfm), [05453](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05453.cfm), [05466](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05466.cfm), [05490](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05490.cfm), [05405](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05405.cfm), [05439](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05439.cfm), [05401](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05401.cfm), [05403](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05403.cfm), [05404](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05404.cfm), [05408](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05408.cfm), [05444](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05444.cfm), [05445](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05445.cfm), [05446](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05446.cfm), [05452](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05452.cfm), [05454](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05454.cfm), [05461](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05461.cfm), [05462](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05462.cfm), [05465](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05465.cfm), [05468](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05468.cfm), [05477](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05477.cfm), [05482](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05482.cfm), [05489](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05489.cfm), [05494](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05494.cfm), [05495](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05495.cfm), [05676](http://vermont.hometownlocator.com/zip-codes/data,zipcode,05676.cfm) |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| kconnizzo@acluvt.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.” |
| Tell Senators Ashe and Baruth: Our Kids are a Priority |

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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. |
| Urge Vermont’s Senate to pass K-12 Ethnic Studies during special session |

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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 Supporter:    Vermont students need your help. We have a narrow window as the legislature returns for special session for the Senate to pass a K-12 Ethnic Studies curriculum that will ensure that the education of Vermont’s children is bias-free, representative, and builds cultural competence.  We know that students from traditionally marginalized groups face many obstacles at school, particularly students of color. Students of color in Vermont are more likely to be suspended than white students and the percentage of students of color who are bullied, who miss school due to safety concerns, or who are threated or injured by a weapon at school is higher for students of color than for white students. LGBTQUIA students and students with disabilities describe similar experiences. We must take action so that all students know that they and their communities are valued in Vermont. **Email Senators Baruth and Ashe today and tell them ethnic studies is a top priority for Vermonters.**  Our schools can be an inclusive environment for all students, but not if we continue to ignore and exclude the histories and accomplishments of socially marginalized groups. Ethnic studies help build bridges and dispel myths about history, literature, and science. They promote student achievement, positive identity development, and a sense of awareness and connectedness to local, national, and global communities. Anything less is a disservice to our students and our state.  **Tell Senators Baruth and Ashe: Our kids are a priority. Use this special session to pass the K-12 Ethnic Studies curriculum to enrich education for all students.**  Thank you.  Chloé White  Policy Director  ACLU of Vermont |

**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** | Senator Philip Baruth, Chair, Senate Committee on Education: [pbartuth@leg.state.vt.us](mailto:pbartuth@leg.state.vt.us)  Senator Tim Ashe, Senate President Pro Tempore, tashe@leg.state.vt.us |

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| **Alert Headline:** | Tell Senators Ashe and Baruth: Our Kids are a Priority |

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| **Publish:** | 5/22/2018 | **Expire:** | 6/1/2018 |

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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. |
| We have a narrow window as the legislature returns for special session for the Senate to pass a K-12 Ethnic Studies curriculum that will ensure that the education of Vermont’s children is bias-free, representative, and builds cultural competence. Contact Senators Baruth and Ashe of Chittenden county today! |

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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** |
| Our kids are a priority this special session |
| Make ethnic studies a priority during the special session |
| Pass ethnic studies this biennium! |
| Our kids deserve a culturally competent education |
| Pass ethnic studies to enrich education for Vermont students |
| Education in Vermont should be inclusive and bias-free |
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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):**  As your constituent and someone who cares about Vermont students, I urge you to pass ethnic studies legislation during the special session. |
| **Email message body (editable by sender):**  We know that students from traditionally marginalized groups face many obstacles at school, particularly students of color. Students of color in Vermont are more likely to be suspended than white students and the percentage of students of color who are bullied, who miss school due to safety concerns, or who are threated or injured by a weapon at school is higher for students of color than for white students. We must take action so that all students know that they are valued and heard in Vermont schools.  Ethnic studies help build bridges and dispel myths about history, literature, and science. They promote student achievement, positive identity development, and a sense of awareness and connectedness to local, national, and global communities. Our schools can be an inclusive environment for all students, but not if we continue to ignore and exclude the histories and accomplishments of socially marginalized groups. |
| **Required ending for email message (not editable by sender):**  Ethnic studies legislation, which has already been passed by the House, would improve education for all Vermont students through a culturally responsive, representative, and inclusive curriculum and would further show students from marginalized communities that they and their communities are valued in Vermont. Please use the opportunity afforded you by the special session to support Vermont students and pass ethnic studies legislation. |
| **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 promote bias-free and inclusive education for all Vermont students. 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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