**EMAIL SET-UP**

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| **Affiliate Name** | Vermont |

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| **Mailing Date:** | 6/23/2018 | **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.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
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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 Gov Scott: Take Action To End Family Separation |

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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. |
| Tell the Governor to take a stand – then join us in the streets! |

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| **Side Box Content**  Remove side box  Include side box |
| [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,  The stories seem too horrific to be true: Immigrant children, some less than a year old, snatched from their parent’s arms. But it’s all true. Our hearts break every time some new, terrible detail is revealed – **tent cities, chain-link cages, kids begging for their parents in tears.**  This fight isn’t over, [FIRSTNAME], and we need to do everything we can to make sure Trump doesn’t get away with this. Join us on Monday, June 25 at 6:00 p.m. in Montpelier for a State House rally to demand an end to Trump’s “zero tolerance” border policies.    **Rally to End Family Separation & Detention**  **Monday, June 25 at 6:00**  **State House Lawn, Montpelier, VT**  That’s not all. **Next Saturday, June 30 we’re joining in the Families Belong Together National Day of Action,** with more than 100 rallies planned nationwide. Local events are being coordinated in Brattleboro, Burlington, Manchester Center, Middlebury, and Rouse’s Point. Look for local announcements for events planned in your area and follow our [Facebook page](https://www.facebook.com/ACLU.Vermont/) for updates.  This country is angry about an unprecedented, Trump-created crisis at our southern border, and this week our outcry shamed him signing a deceptive and disingenuous executive order.But we’re not fooled – Trump is holding thousands of children hostage to get his wish list of anti-immigrant policies. This fight is only beginning.  That’s why we joined more than 20 other Vermont organizations **calling on Governor Scott to take immediate action.** We’re pressing the governor to issue an order barring the use of state resources to support any “zero tolerance” policy on the border and affirm Vermont’s commitment to defending the human rights of immigrants and refugees everywhere.  **Call Governor Scott today to tell him to do the right thing and stand up to the Trump administration’s anti-immigrant agenda.**  Recent days have shown the power of our voices when we come together and stand up for immigrant children and families. Let that be the fuel that drives us to continue this fight any way we can. **There’s a lot left to do, but make no mistake: We will win. We only need to keep it up.  Make the call today.**  Thank you – and see you in the streets,  James Duff Lyall  Executive Director |

**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:** | Tell Gov. Scott: Take Action to End Family Separation |

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| **Publish:** | 6/23/2018 | **Expire:** | 7/1/2018 |

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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. |
| Join us in calling on the governor to ensure no Vermont state resources contribute to Trump’s “zero tolerance” policy on the border and affirm Vermont’s commitment to defend the human rights of immigrants and refugees everywhere. Then join us in the streets for rallies statewide. |

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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):**   * I want the Governor to take strong action in opposition to the crisis on our southern border. * Vermonters want no part of Trump’s anti-immigrant agenda and we want our elected officials to send the strongest possible message that we will not support “zero tolerance” border policies. * We support our public officials for taking substantive and concrete steps to address the human suffering resulting from Trump’s immigration policies. |

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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 oppose Trump’s “zero tolerance” policies. Together, we can end the abuse and suffering along our border and reject the Trump administration’s extreme anti-immigrant agenda.  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)** |
| I called @GovPhilScott today to tell him that Vermonters will not tolerate their taxpayer dollars supporting Trump’s border policies. Please join me! |