**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | Vermont |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| [kconnizzo@acluvt.org](mailto:kconnizzo@acluvt.org), [namador@acluvt.org](mailto:namador@acluvt.org) |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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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.” |
| Petition: Protect Fair and Impartial Policing in Vermont |

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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. |
| Add your name to support policing that is transparent, accountable and free from bias |

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| **Side Box Content (Action & Event format only)** |
| We demand a Fair and Impartial Policing Policy that:   1. Requires police to abide by basic guidelines for transparency and respect during vehicle stops or other interactions with members of the public; 2. Keeps police from acting as immigration agents and limits communication with immigration authorities to what is required by law, ensuring protection for victims and witnesses; 3. Contains standards for accountability and reporting instances of biased policing.   [[Sign the Petition at Change.Org](https://www.change.org/p/protect-our-community-from-profiling-biased-policing-unfair-immigration-practices?recruiter=339877787&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition)] |

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| **Hyperlinks for email message \*\*** |
| <https://www.change.org/p/protect-our-community-from-profiling-biased-policing-unfair-immigration-practices?recruiter=339877787&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition> |

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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 is one thing you want your recipient to notice, it is 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 [Name],  Vermont’s Fair and Impartial Policing policy is in danger.  In September, the Vermont Criminal Justice Training Council, as directed by the VT legislature, adopted a Fair and Impartial Policing Policy (FIPP) to protect Vermonters from biased policing statewide. The FIPP was written with strong input from the Human Rights Commission, the ACLU, and community organizations such as Migrant Justice and Justice for All, and was determined to be fully compliant with immigration law by the Vermont Attorney General’s Office.  But suddenly the policy has changed. The version the Council is proposing NOW severely compromises the tenets of transparency and accountability. It also departs from previously agreed language limiting local law enforcement’s role in immigration enforcement. These changes endanger victims and witnesses of crime, migrant dairy workers, and the thousands of other non-citizen Vermonters that attend our schools, work in our communities, and keep our economy vibrant.  The FIPP is an important tool in the fight for racial justice in our state, but only if it includes measures for real accountability and real protections for people who are most likely to be targeted by law enforcement.  [It’s time to take action for racial justice in Vermont](https://www.change.org/p/protect-our-community-from-profiling-biased-policing-unfair-immigration-practices?recruiter=339877787&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition). The original Fair and Impartial Policing Policy ensures that all of us receive equal treatment under the law, regardless of race, ethnicity, immigration status, national origin, religion, gender or any other aspect of who we are or how we’re perceived by law enforcement. The Council meets tomorrow behind closed doors. Please help protect FIPP today by signing the petition to *strengthen* protections from biased policing.  [Button: [Add your name at Change.org](https://www.change.org/p/protect-our-community-from-profiling-biased-policing-unfair-immigration-practices?recruiter=339877787&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition)]  Thank you.  Nico Amador Community Organizer  P.S. The next public meeting of the Criminal Justice Training Council is Tuesday, December 12th, 2017 at 9:00 am in Pittsford. We’re asking allies to save the date and stay tuned as we prepare for further mobilization on this issue. |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
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