**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Wyoming |

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| **Mailing Date:** | 3/7/2018 | **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%2520Calendar.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. |
| [jpetersen@aclu.org](mailto:jpetersen@aclu.org); [ajorgensen@aclu.org](mailto:ajorgensen@aclu.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.” |
| This is our last chance to protect free speech and protest in Wyoming. |

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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. |
| Using behind-closed-doors procedural maneuvers the House Minerals Committee brought SF 74 back from the dead. We have one more chance to kill this zombie bill. |

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| **Side Box Content** ☐ Remove side box ☐ Include side box |
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| **Hyperlinks for email message** |
| Senate File 74: <http://legisweb.state.wy.us/2018/Introduced/SF0074.pdf>  WyoFile article: <http://www.wyofile.com/protest-bill-rises-grave-house-rules-fight/> |

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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. |
| Anti-free speech and protest bill Senate File 74 was killed in a public committee hearing Monday morning but Wyoming politicians [brought it back from the dead](http://www.wyofile.com/protest-bill-rises-grave-house-rules-fight/) behind closed doors later that afternoon. We have one more chance to stop this bill. Tell your representatives to protect the First Amendment and reject SF 74.    SF 74 makes it a crime to “impede” critical infrastructure, even if the person or organization never even goes near a physical infrastructure site. The bill has been amended, but even it its amended form it will target individuals and organizations who support protests like those at Standing Rock.    This bill is plainly an attempt to chill free speech and protest in Wyoming in response to grassroots actions seeking to advocate for environmental causes and pipeline protests. And now, they’re using the same kind of public suppression tactics to get the bill passed. Stopping SF 74 will ensure both our right to protest and our access to transparent government are protected.    Infrastructure that’s critical to Wyoming is already protected under existing laws. **Tell your Representative to stand up for transparency and your First Amendment rights and vote no on Senate File 74.** |

**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:** | PROTECT THE FIRST AMENDMENT IN WYOMING – TELL YOUR REPRESENTATIVES TO REJECT SENATE FILE 74 |

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| **Publish:** | 3/7/2018 | **Expire:** | 4/7/2018 |

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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. |
| Wyoming’s anti-protest bill has been brought back from the dead and threatens our right to protest. We have one more chance to kill it and we need your help to stop it. |

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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** |
| Protect free speech - tell your representatives to vote no on SF 74 |
| Tell your representatives to vote no on anti-free speech and protest SF 74 |
| Stand up for free speech in Wyoming. |
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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):**  I am writing to you today to ask you to vote no on Senate File 74. |
| **Email message body (editable by sender):**  Even in amended form, Senate File 74 threatens our right to free speech and association. This bill will be used by industry and government to pressure organizations out of leading or even supporting protests against ‘critical infrastructure,’ which is our right protected by the Constitution.  I’m also dismayed by the closed-door process used to bring this bill back from a “do not pass” vote in public. It is an abuse of power to ensure a public vote isn’t closed until the bill’s sponsors get the result they want.  The bills language and the process it has gone through so far show it isn’t ready to become law. Please vote no. |
| **Required ending for email message (not editable by sender):**  Thank you for your time, |
| **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 Wyoming. 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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