**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Alaska |

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| **Mailing Date:** | **3/22/2018** | **Flexibility:** | **X** Can't be moved  ☐ Slightly moveable, up to 3 days  ☐ Moveable, 3 to 5 days |

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| **Target Audience** |
| X 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** |
| [rrakibullah@acluak.org](mailto:rrakibullah@acluak.org)  [creynolds@acluak.org](mailto:creynolds@acluak.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. |
| Images attached X 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.” |
| BREAKING: We filed a lawsuit today to protect the rights of immigrants in Alaska |

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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. |
| We’re suing the Palmer Police Department for unlawfully arresting a Palmer, Alaska resident at the request of Immigration and Customs Enforcement (ICE). |

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| **Side Box Content** |
| **X** Remove side box Include side box |

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| **Hyperlinks for email message** |
| Meet Alex and learn more about our lawsuit. = <https://youtu.be/l3FcgW78EHU>  We’re heading to court on Alex’s behalf = <https://www.acluak.org/en/news/aclu-alaska-sues-palmer-police-unlawful-arrest-undocumented-immigrant-and-assault-victim> |

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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,  When you call the police in the middle of a frightening situation, you expect them to help you, not your attackers. For our client Alex Caceda, however, calling the police during a violent encounter during which he was kicked in the head and temporarily blinded *led to* *his own arrest* solely due to his immigration status. This is wrong—and unconstitutional—and we’re heading to court to hold law enforcement officials accountable for their treatment of Alex and others like him.  Meet Alex and learn more about our lawsuit.  Alex is a Palmer resident and immigrant from Peru who was helping out friends who own a bar with crowd control during the big Mayweather vs. McGregor fight. While leaving work on August 27, he witnessed a man choking and punching a female bartender. When he interceded, three men viciously assaulted him. The police arrived, identified the attackers, and handcuffed them. In the end, however, Alex was arrested; the three men who beat him were not.  We’re heading to court on Alex’s behalf so that no one else has to endure what he did. When police officers assume the duties of ICE agents, it makes us all less safe: immigrants in Alaska receive the message that they should not report crimes they witness or call the police when they need help. In addition, state law does not allow local police to arrest people just for being undocumented. When they do, they are the ones breaking the law.  Law enforcement officials in Alaska should be aware that if they target immigrants who have not committed a crime, the ACLU of Alaska is ready to hold them accountable for the unlawful arrests.  As always, thank you for your support—without it, we would not be able to fight for Alex’s rights as well as the rights of all immigrants in Alaska.  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |