**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Hawaiʻi |

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| **Mailing Date:** | 3/30/2018 | **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.** |
| Gcordero@acluhawaii.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 (Headshot of Executive Director)  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.” |
| By 9 a.m. on Monday: Take action and urge lawmakers to adopt a Title IX state corollary and pass H.B. 1489 H.D. 1 S.D. 1 |

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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. |
| Hawaii’s keiki and students deserve equal opportunities in state and state-funded educational programs and activities. |

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| **Side Box Content**  Remove side box  Include side box |
| N/A |

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| **Hyperlinks for email message** |
| **Click here to send testimony to the Senate Committee on Judiciary, urging legislators to support H.B. 1489 H.D. 1 S.D. 1.**  **Join us in ensuring equal access, equal opportunity for all genders in state-funded educational programs in Hawaiʻi. Send an email in support of H.B. 1489 H.D. 1 S.D. 1 to the Senate Committee on Judiciary.** |

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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. |
| Aloha ACLU of Hawai‘i ʻōhana,  Equal rights for Hawaii's children and students are under attack. The Trump Administration has reversed prohibitions against discrimination based on sexual orientation, gender expression, and gender identity. The U.S. Department of Education has withdrawn guidance about enforcing Title IX – The Patsy T. Mink Equal Opportunity in Education Act. With these federal attacks, we need the Hawaiʻi Legislature to act now to restore protections against sexual assault and discrimination for our students.  On *April 3, 2018*, the Senate Committee on Judiciary will hear H.B. 1489 H.D. 1 S.D. 1, a measure that would expand Title IX protections to all state and state-funded educational programs and activities. **We need your help to urge the Committee to pass this measure and ensure our students are protected from discrimination, no matter who is in the White House.**  **Click here to send testimony to the Senate Committee on Judiciary, urging legislators to support H.B. 1489 H.D. 1 S.D. 1.**  Since it became law in 1972, Title IX (written by Mauiʻs own Patsy Mink) has made a nationwide impact in the student academic experience. Not only did it pave the way for women’s athletics, but it also required academic institutions to be free from gender-based violence, harassment, and bullying—providing a safe educational experience for ALL students.  By passing this state Title IX bill, Hawaiʻi can:  1) ensure that state and state-funded educational programs do not discriminate against LGBTQ students;  2) allow the reinstatement of the protections to survivors of sexual harassment or sexual assault rolled back by the U.S. Department of Education; and  3) extend Title IX protections to students participating in all state and state-funded educational programs without regard to whether such program receives Federal funding or not.  **Join us in ensuring equal access, equal opportunity for all genders in state-funded educational programs in Hawaiʻi. Send an email in support of H.B. 1489 H.D. 1 S.D. 1 to the Senate Committee on Judiciary.**  Please share this e-mail with your friends and ask them to get involved, too.  Mahalo nui loa,  Joshua Wisch  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. **Please DO NOT limit emails to legislators’ constituents. We would like as many people as possible to contact the legislators.** |

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| **Alert Targets** | |
| **State Governor State Senator  State Representative  Custom Targets**  **Message Recipients:**  Senate Committee on Judiciary ([JDCtestimony@capitol.hawaii.gov](mailto:JDCtestimony@capitol.hawaii.gov)) | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** | **Please DO NOT limit emails to legislators’ constituents. We would like as many people as possible to contact the aforementioned Senate committees.** |

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| **Alert Headline:** | Testimony in Support of H.B. 1489 H.D. 1 S.D. 1 |

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| **Publish:** | 3/30/2018 | **Expire:** | 4/3/2018 |

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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. |
| By clicking on the links, you are submitting support testimony for H.B. 1489 H.D. 1 S.D. 1, which seeks to provide a state corollary to Title IX protecting all students from discrimination. |

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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):**  Dear Chair Taniguchi, Vice Chair Rhoads, and Members of the Committee:  I am writing in strong support of H.B. 1489, H.D. 1 S.D. 1, scheduled for hearing by Senate Committee on Judiciary on April 3, 2018. This bill seeks to provide for a state corollary to the Title IX and I fully support extending these protections to all Hawaiʻi students participating in state and state-funded educational programs and activities. |
| **Email message body (editable by sender):**  No students should have to feel unsafe or unwelcome in their own school because of their sex, or because they do not conform to stereotypical notions about how boys or girls should behave. Title IX was designed to protect all students, including boys and girls; transgender students and gender-nonconforming students, and pregnant and parenting students, from discrimination, harassment and harm. |
| **Required ending for email message (not editable by sender):**  It is time we live up to the legacy of our own Patsy Mink and 45 years later, finally adopt our own Title IX, so that all Hawaiʻi students are protected from discrimination without regard to what federal policy may be in the future. I urge your committee to support H.B. 1489 H.D. 1 S.D. 1. Thank you for the opportunity to testify.  Mahalo nui loa,  [FIRST NAME] [LAST NAME] |
| **~~Talking points for call (for Call Alerts ONLY):~~**    **~~N/A~~** |

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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 Hawaiʻi. 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)** |
| Take action and help protect students from discrimination by supporting H.B. 1489, S.D. 1. |