**EMAIL SET-UP**

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

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| **Mailing Date:** | 6/6/2018 | **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.** |
| [kgrant@acluhawai.org](mailto:kgrant@acluhawai.org), [mcaballero@acluhawaii.org](mailto:mcaballero@acluhawaii.org), jwisch@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> |
| x 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.” |
| Interested in accountability in the criminal justice system? Ask Governor Ige to sign SB 2861! |

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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 need better information to show that the criminal justice system is working in Hawai'i. |

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

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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. |
| Overdue reforms are taking place nationwide in our policing and prison systems to address over-incarceration and systemic racial injustice. One reason it is hard to change our criminal justice system in Hawai'i is that that system often operates in the shadows. We need better data to make better choices and SB 2861 would provide just that.  SB 2861, which passed unanimously in the legislature, requires the Department of Public Safety to develop and report on various performance indicators. This way, we all can see if it’s doing a good job rehabilitating people, reintegrating them into the community, reducing assaults in prisons, and making the public safer. This same data has important implications for civil rights as we collectively decide on what reforms are necessary in our criminal justice system. The bill asks for public information on pretrial detention, lengths of stay, intakes, among other data, across racial and socioeconomic groups, so that we can better assess what is working and what it is not.  Governor Ige now has the opportunity to make good on his campaign promise for a more accountable government by allowing SB 2861 to become law.  You can help! Contact Governor Ige and ask him to allow SB 2861 to become law by sending a short message to the Governor—like the one below—to the following website. <https://governor.hawaii.gov/contact-us/comments-on-legislation/>  Dear Governor Ige,  I am writing to request that you please allow SB 2861 to become law. I am [NAME] from [NEIGHBORHOOD], and I am one of your constituents, who plans to vote in the next round of elections.  I deeply care about reforming our criminal justice system and about government transparency and accountability, which I am pleased to see are part of your campaign priorities. SB 2861 would bring much needed transparency and accountability to our criminal justice system by requiring the Department of Public Safety to track and report on progress made on rehabilitation, reducing in-prison assaults, decreasing staff turnover, and improving efficiencies.  Our Legislature passed SB 2861 unanimously. Like them and many others, I support this bill because clear performance measures and public data are important not only to public safety but also transparency, efficiency, and accountability.  I will be tracking this bill closely and hope you will either sign or allow SB 2861 to become law so that our state can finally be smart on crime with evidence-based reforms.  Aloha,  [NAME] |

**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:**  **Hawaii State Governor** | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** |  |

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| **Alert Headline:** |  |

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| **Publish:** |  | **Expire:** |  |

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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. |
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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):**      We would like to remove addresses due to member’s privacy concerns. |
| **~~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 to stop for-profit prisons from coming to our shores by opposing H.B. 2581! |