**EMAIL SET-UP**

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

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| **Mailing Date:** | 3/16/2018 | **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 3 p.m. on Monday, 3/19/18: Please take 1 minute to email lawmakers and tell them to reject for-profit prisons in Hawai‘i and defer H.B. 2581 H.D. 2 |

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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. |
| Help the ACLU stop private, for-profit corporations taking over Hawaii’s prisons and jails. |

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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 Economic Development, Tourism, and Technology and Senate Committee on Government Operations, urging legislators to stop H.B. 2581.**  **Join us to stop the outsourcing of our prisons and jails to private, for-profit corporations. Where prisons are privatized, civil rights violations often follow. These private contracts also often prevent public oversight and reduce transparency. Bad for civil rights, bad for Hawai‘i.** |

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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 ʻOhana,  Turning over management of Hawaiiʻs prisons and jails to private, a for-profit corporation is up for debate again, this time on the Senate side. Mahalo to those who testified on S.B. 2705, S.D. 2, which would also have opened the door to for-profit prisons in Hawaiʻi. Because of your testimony, S.B. 2705 will be amended to prevent the operation of private prisons in Hawaiʻi. This is a step toward slowing this bad idea, but we need your help again on the Senate side.  On Tuesday, March 20 at 3:00 pm, the Joint Senate Committee on Economic Development, Tourism, and Technology and Government Operations will hear H.B. 2581 H.D. 2, a measure that—like S.B. 2705, S.D. 2—would also open the door to private, for-profit prisons and jails operating on our shores. Private prisons profit from mass incarceration. Driven by profit and shareholder demands, privatization of prisons and jails inevitably results in civil liberties violations, cutting corners, and secrecy – , as we continue to see in Hawaii’s contracts with CoreCivic (formerly Corrections Corporation of America). **We need your help to stop this harmful bill from passing and keep corporate interests out of our corrections system**.  **Please send testimony to the Senate Committee on Economic Development, Tourism, and Technology and Senate Committee on Government Operations urging legislators to defer H.B. 2581.**  This bill would allow state agencies to enter into arrangements with private, for-profit corporations to finance, design, build, operate, and maintain jails, prisons, and other public safety services – without necessarily obtaining approval from the Legislature first **or input from the community, including the community affected by a new facility**.  **Take action today to stop private, for-profit prisons and jails from coming to our shores.**  Finally, please share this e-mail with any friend or ally who may share your concerns about private prisons operating in Hawai'i and ask them to get involved.  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:**  **Members of the Senate Committee on Economic Development, Tourism, and Technology and Senate Committee on Government Operations** | |
| **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 Opposition to H.B. 2581 H.D. 2 |

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| **Publish:** | 3/16/2018 | **Expire:** | 3/20/2018 |

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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. |
| Please contact your legislators to ensure that private, for-profit prisons and jails do not come to our shores. |

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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 Wakai, Chair Kim, Vice Chair Taniguchi, Vice Chair Ruderman, and Joint Committee Members:  I am writing in opposition to H.B. 2581, H.D. 2, which will be heard on Tuesday, March 20, 2018 at 3:00 p.m. by Senate Joint Committee on Economic Development, Tourism, and Technology and Government Operations. H.B. 2581, H.D. 2 opens the door to private, for-profit prisons and jails operating on our shores. It creates the Office of Public-Private Partnerships tasked with exploring, formulating, coordinating, and implementing plans for public-private partnerships in Hawaiʻi, but under the definitions, it explicitly allows such partnerships for prisons, jails, and other public safety services. |
| **Email message body (editable by sender):**  H.B. 2581, H.D. 2, gives state agencies the power to enter into arrangements with private partners to design, build, operate, and maintain infrastructure facilities, including jails, prisons, and public safety services, **without necessarily first obtaining approval from the Legislature or input from the community, including the community affected by the new facility**.  While public-private partnerships in of themselves do not raise civil rights concerns, such partnerships are extremely problematic in the context of law enforcement and corrections, areas which should remain free from for-profit motive, but which could easily be the subject of public-private partnerships under H.B. 2581, H.D. 2. The experience of Hawaiʻi and other states amply shows that handing over control of corrections to for-profit corporations is a recipe for civil liberties violations including abuse, neglect, and misconduct. |
| **Required ending for email message (not editable by sender):**  Please do not allow for-profit prisons and jails to operate on our shores. I respectfully request that your committees defer H.B. 2581 H.D. 2. Thank you for the opportunity to testify.  Sincerely,  [First Name] [Last Name] [Your Address] |
| **~~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! |