**EMAIL SET-UP**

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

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| **Mailing Date:** | 4/9/2018 | **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.” |
| Defend the Bill of Rights; urge lawmakers to defer SCR 76 |

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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. |
| The lack of standards governing a constitutional convention put unacceptable risks to all our hard-fought fundamental rights and liberties. |

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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 an email to House Committee on Judiciary informing lawmakers of the dangers of a constitutional convention and deferring SCR 76.**  **Stop the full rewrite of the constitution and contact your legislators now. Oppose SCR 76 to preserve civil rights and civil liberties.** |

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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,  On April ##, 2018, the House Committee on Judiciary will hear Senate Concurrent Resolution 76 S.D. 1, which petitions Congress to call for a constitutional convention to propose amendments to the United States Constitution to limit the influence of money in the electoral process.  This resolution is well meaning, but its passage – and the passage of similar resolutions in other states – could ultimately wreak havoc on the constitutional protections we all hold dear, including those in the Bill of Rights. For this reason, **we need your help in opposing SCR 76.**  While the ACLU of Hawaiʻi supports increasing government accountability and recognizes the right to amend the Constitution by convention under Article V, the lack of standards governing conventions poses a threat to all civil rights and civil liberties.  **Click here to send an email to House Committee on Judiciary informing lawmakers of the dangers of a constitutional convention and deferring SCR 76.**  Put simply, this is a bad, dangerous idea.  The convention process has *never* been used for adopting constitutional amendments, and for good reason. First among them is that even if every state in the union passes a resolution saying “this Convention will *only* focus on campaign finance reform,” the Convention could potentially do whatever it wants anyway – including making wholesale changes to the rights of privacy, free speech, equal protection, and more.  But don’t just take our word for it. Former U.S. Supreme Court Justice Arthur Goldberg wrote **“there is no enforceable mechanism to prevent a convention from reporting out wholesale changes to our Constitution and Bill of Rights.”**  And in the absence of standards for a convention (and indeed, there are **none**), there is no way to assure, among other things that:   1. delegates are fairly representative; 2. the rules governing conduct of the convention are fair; 3. the convention confine itself to the subject or subjects of the call; 4. the convention does not other infringe on civil rights and civil liberties.   Importantly, there are also no standards or arbiters for resolving disputes around these issues and so a convention could very well devolve into a constitutional crisis.  The ACLU supports a comprehensive and meaningful system of public financing and there are ways to achieve that without endangering our constitutional rights. Please help us send that message to the Legislature.  **Stop the full rewrite of the Constitution and submit opposition to the House Committee on Judiciary. Oppose SCR 76 to preserve civil rights and civil liberties.**  Please share this email with your friends and ask them to oppose SCR 76.  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:**  **House Committee on Judiciary:** [JUDtestimony@capitol.hawaii.gov](mailto:JUDtestimony@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 Opposition to SCR 76 S.D. 1 |

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| **Publish:** | 4/9/2018 | **Expire:** | 4/14/2018 |

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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. |
| A Constitutional convention does not guarantee a fair electoral process. Stop SCR 76 S.D. 1 to protect civil right and civil liberties. |

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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 Nishimoto, Vice Chair San Buenaventura and Committee Members:  I am writing in opposition to Senate Concurrent Resolution 76 S.D. 1, which will be heard on April ##, 2018 by the House Committee on Judiciary. SCR 76 S.D. 1 petitions the United States Congress to call for a constitutional convention to propose amendments to the United States Constitution to limit the influence of money in our electoral process. |
| **Email message body (editable by sender):**  While comprehensive campaign finance reform is necessary for a fair electorate process—a constitutional convention is not the means to achieve this. The convention process has never been used for adopting constitutional amendments. Rather this can be achieved through Congress, where a two-thirds vote in both the House and Senate are necessary. Public concern over the influence of money in politics is understandable; however, the absence of any standards applicable to a convention endangers our hard-fought fundamental rights and liberties and constitutional democracy. |
| **Required ending for email message (not editable by sender):**  There is no mechanism to ensure that a constitutional convention would be limited in scope to address the concerns concerning fair elections. Indeed, conservative and liberal legal scholars and Supreme Court justices agree that a constitutional convention could well result in a full rewrite of the constitution. Consequently, a convention could result in amendments, which could drastically alter our democratic and federal system of government or put our basic civil rights and civil liberties at risk.  With these reasons, I urge the House Committee on Judiciary to defer SCR 76 S.D. 1. Thank you for the opportunity to testify.  Sincerely,  [First Name] [Last Name]  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! |