**EMAIL SET-UP**

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| **Affiliate Name** | Illinois |

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| **Mailing Date:** | 8/14/2018 | **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.) |
| 60601,60602,60603,60604,60605,60606,60607,60608,60609,60610,60611,60612,60612,60613,60614,60615,60616,60617,60618,60619,60620,60621,60622,60623,60624,60625,60626,60627,60628,60629,60630,60631,  60632,60633,60634,60635,60636,60637,60638,60639,60640,60641,60642,60643,60644,60645,60646,60647,60648,60649,60650,60651,60652,60653,60654,60655,60656,60657,60658,60659,60660,60661,60662,60663,  60664,60665,60666,60667,60668,60669,60670,60671,60672,60673,60674,60675,60676,60677,60678,60679,60680,60681,60682,60683,60684,60685,60686,60687,60688,60689,60690,60691,60692,60693,60694,60695,60696,60697,60698,60699,60701 |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [eyohnka@aclu-il.org](mailto:eyohnka@aclu-il.org) and kkoziel@aclu-il.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  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.” |
| **Commit to Real Reform in the CPD!** |

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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 make the Chicago Police Department more accountable |

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| **Side Box Content**  Remove side box  Include side box |
| Tell the Attorney General that changes are needed to the Consent Decree |

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| **Hyperlinks for email message** |
| **Commitment to Real Reform**: https://www.aclu-il.org/sites/default/files/commitment\_to\_real\_reform-12\_decree\_revisions.pdf  **Act quickly**: link to form |

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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 xxx,  The system for policing is Chicago is broken and needs repair. Your voice is needed for real reform of the Chicago Police Department.  The Illinois Attorney General and the City of Chicago recently unveiled a draft agreement to guide reform of the CPD. The plan, a “consent decree” to be submitted to a federal court for final approval, aims to address problems detailed in a scathing report from the U.S. Department of Justice last year.  The draft agreement lacks essential reforms. You can add your voice on how it should change.  The ACLU – alongside our clients and community partners - recently released our official response on how to improve the draft plan – “A Commitment to Real Reform” – which you can read here.  Help ensure these important improvements are included in the final version of the consent decree. The Illinois Attorney General is accepting public comments – but the time is short: the period for comments closes on this Friday, August 17, 2018.  Act quickly – click here to add your voice calling for real reform.  Together we can help bring real reform to the Chicago Police Department and make it accountable and better able to serve every neighborhood in Chicago.  Kathy Hunt Muse  ACLU of Illinois |

**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. |

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| **Alert Targets** | |
| **State Governor  State Senator  State Representative  Custom Targets**  Provide alert targets at least 24 hours in advance. If your alert is on a federal issue or targets federal legislators you must coordinate with national via [federalalert@aclu.org](mailto:federalalert@aclu.org). | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** | Lisa Madigan, Illinois Attorney General  [policereform@atg.state.il.us](mailto:policereform@atg.state.il.us) |

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| **Alert Headline:** | A Commitment to Real Reform of the CPD |

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| **Publish:** | 8/13/2018 | **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. |
| The Illinois Attorney General and the City of Chicago recently unveiled a draft agreement to guide reform of the CPD. The plan, a “consent decree” to be submitted to a federal court for final approval, aims to address problems detailed in a scathing report from the U.S. Department of Justice last year.  The ACLU – alongside our clients and community partners - recently released our official response on how to improve the draft plan – “A Commitment to Real Reform” – which you can read here.  The Illinois Attorney General is accepting public comments – but the time is short: the period for comments closes on this Friday, August 17, 2018.  Help ensure these important improvements are included in the final version of the consent decree by adding your voice to the call for real reform. |

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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):**  To Illinois Attorney General Lisa Madigan:  The current consent decree draft is a positive step forward – but it needs to be stronger and include additional essential reforms. I support the **“A Commitment to Real Reform”** proposal put forth by Communities United, Community Renewal Society, ONE Northside, Next Steps, Equip for Equality, and the ACLU of Illinois.  For police reform to be successful, ***the consent decree must be stronger and go further in these critical areas:***   * Guarantee enforceability and transparency of reform * Require the City to share and use information related to potential officer misconduct * Create checks on the code of silence * Divert individuals in a health crisis away from the criminal justice system * Transform CIT from a training add-on to an operational program * Use data to assess de-escalation, diversion, and CIT, while protecting private information * Provide guidance on how to engage with people with disabilities and regularly train officers on disability and individuals in crisis * Include sign language in reforms, and require officers to use nonverbal communication before force whenever safe to do so * Commit to providing police services to people with disabilities * Limit use of force and arrests in schools, and get input from outside of CPD * Require a foot pursuit policy * Recognize that pointing a gun at someone is a use of force and should be documented   Thank you for your consideration of these important reforms. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **Talking points for call (for Call Alerts ONLY):** |

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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 Illinois.  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)** |
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