**EMAIL SET-UP**

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| **Affiliate Name** | Kansas |

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| **Mailing Date:** | 1/31/2018 | **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.** |
| [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org); [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@aclukansas.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.” |

Ask Gov. Colyer to "set a new tone" on civil liberties

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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. |
| It’s important that he hear from you |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| [www.aclukansas.org](http://www.aclukansas.org) |

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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 Supporter,  Today is a monumental day for the state of Kansas. After seven turbulent years under the Brownback Administration, Governor Jeff Colyer will be sworn in as the 47th governor of our state.  His inauguration offers an opportunity for Kansas to break free of the stringent anti-civil liberty agenda of the previous administration and start a new chapter as a freer, stronger, and healthier democracy. In order to do that, however, we must do everything we can to encourage Gov. Colyer to set a new tone in Topeka.  As Gov. Colyer and his administration begin to develop their priorities, it’s absolutely vital that he take steps to actively defend the values of freedom, justice, and equality that make our state the “Free State.”  As staunch defenders of the civil liberties of all Kansans, we call on Gov. Colyer to develop smart criminal justice policies. Specifically, we encourage him to lead on integrating formerly incarcerated people into the workforce. Sixteen states have already taken action on precluding state agencies from asking job applicants about their criminal history unless the information is directly relevant, recognizing that it strengthens communities and provides individuals with another chance to be thriving members of the community.  Another issue that Gov. Colyer must address is Kansas’ poor levels of citizen participation. We call on him to publicly support the Free State Elections Act (SB 326, HB 2538), a bi-partisan bill aimed at reducing existing barriers to citizen participation that have prevented Kansans across the state from participating in our democracy.  Finally, we ask Gov. Colyer to implement smart immigration policies that support the tens of thousands of hard working immigrants in our state. We urge the governor to protect these valuable members of our society by prohibiting the Kansas Highway Patrol from acting as immigration enforcement and publicly stating support for a clean DREAM Act.  We’ve written to Gov. Colyer to share these priorities, but as his constituent, it is essential that he hear from you, too. **Can you email him to ask that his administration defend the values of liberty and justice for all?** Our voices are stronger when they’re together.  Sincerely,  Micah Kubic  Executive Director  ACLU of Kansas |

**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** | Gov. Jeff Colyer, email: csr@ks.gov |

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| **Alert Headline:** | Ask Gov. Colyer to "set a new tone" on civil liberties |

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| **Publish:** | 1/31/2018 | **Expire:** | 5/10/2018 |

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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. |
| As Governor Colyer assumes office as the 47th governor of Kansas, now is our opportunity to put our state on the right track to a stronger, fairer, and freer democracy. Email him today to ask him to actively defend the civil liberties of all Kansans. |

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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** |
| Please defend freedom in Kansas |
| Let’s put Kansas on the right track |
| Keep Kansas a Free State |
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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 Governor Colyer,  Congratulations on your inauguration as our state’s 47th governor. As your administration begins to set its priorities, I urge you to take steps to actively defend the values of freedom, justice and equality that make Kansas “the Free State.”  For starters, I ask that you continue to support policies enacted by former Governor Brownback to reduce mass incarceration and make our jails and prisons safer. I also encourage you to act as a leader on integrating formerly incarcerated people into the workforce. Sixteen states have already taken action on precluding state agencies from asking job applicants about their criminal history unless the information is directly relevant, recognizing that it strengthens communities and provides individuals with another chance to be thriving members of the community.  Secondly, I encourage you to support increased citizen participation in Kansas’s elections. Kansas suffers from low voter turnout due to current policies that actively discourage citizen participation. A bi-partisan group of legislators has introduced the Free State Elections Act (HB 2538 and SB 326), which would dramatically increase levels of citizen engagement by repealing barriers to participation. Please take a stand for citizen participation and publicly support the Free State Elections Act.  Finally, I compel you to ensure that Kansas is a safe and welcoming place for everyone, including Dreamers. Kansas is home to tens of thousands of immigrants who enrich our communities in innumerable ways. As governor, you can support these valuable members of our society by prohibiting the Kansas Highway Patrol from acting as immigration enforcement officers and publicly declaring your support of a clean DREAM Act at the federal level. |
| **Email message body (editable by sender):**  As a Kansan, protecting my civil liberties—and the civil liberties of my neighbors—is of top concern. It is imperative that you and your administration address these issues and commit to building a stronger democracy. |
| **Required ending for email message (not editable by sender):**  Thank you for taking the time to listen to my concerns and I hope to see you take concrete steps to defend freedom in Kansas. |
| **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 increase citizen participation in Kansas. 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)** |
| As Gov. Colyer assumes office, KS begins a new chapter. Email him today to let him know that you expect his administration to prioritize liberty, freedom, and justice. |