**EMAIL SET-UP**

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| **Affiliate Name** | Kansas |

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| **Mailing Date:** | 3/14/2018 | **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.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@aclukansas.org); [mkubic@aclukansas.org](mailto:mkubic@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.” |
| The King of Voter Suppression meets his match |

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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. |
| Sec. Kobach has come up empty in court. Are you surprised? |

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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,  Yesterday, we wrapped up day six of trial in Fish v. Kobach, our challenge to Sec. Kobach’s absurd “papers please” voter suppression law that has prevented 35,000—mostly young—U.S. citizens from voting in Kansas.  Unsurprisingly, Sec. Kobach’s unconventional decision to represent himself in court has backfired. Through failed witness testimonies, procedural errors, and many, many warnings from the judge to follow court rules, the entire nation has finally gotten to see the Secretary’s voter fraud claims for what they’re worth: absolutely nothing.  The trial isn’t over yet – it will continue next week – but we wanted to reflect on some of our favorite moments from the trial so far. Which was yours?   1. Sedgwick County Election Commissioner Tabitha Lehman admitting that there have only been five ballots cast by noncitizens out of the 1.3 million votes cast in Sedgwick County since 2004 2. Sec. Kobach reading uncomplimentary tweets about himself written by an ACLU witness à la a courtroom edition of Jimmy Kimmel’s “mean tweets” segment 3. The ACLU’s Dale Ho getting Hans von Spakovsky, Sec. Kobach’s widely refuted voter fraud expert, to admit that he’s unaware of any election in the country that has been swayed by noncitizen voters 4. Federal Judge Julie Robinson lecturing Sec. Kobach and his team for refusing to follow trial rules over and over (and over) again   Throughout the trial, activists like you have packed the courtroom to prove that Kansans demand fair voting laws and aren’t going to back down. As we gear up for day seven of trial on March 19, we need to keep up the fight to ensure that all citizens are guaranteed the fundamental right to vote.  The Legislature is currently considering SB 264, a bill that protects voters who are not able to sign their ballots due to a disability. It also makes voting easier for busy Kansans by establishing permanent advanced voting.  Currently, citizens who want to vote by mail must request a ballot before each and every election. People from all across the state—including members of the military, citizens that move frequently, low-income Americans, and busy professionals—are often unable to submit the necessary paperwork to establish their vote-by-mail status for every election. By eliminating these unnecessary obstacles to the ballot box, we could greatly increase participation in our elections.  **Email the Legislature today to ask for a vote on SB 264.** Our elections depend on it.  As always, thanks for everything you do to protect civil liberties in Kansas.  Sincerely,  Micah Kubic  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. |

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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** | Rep. Don Hineman, House Majority Leader, don.hineman@house.ks.gov |

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| **Alert Headline:** | Help strengthen our elections through permanent advance voting |

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| **Publish:** | 3/14/2018 | **Expire:** | 6/14/2018 |

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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. |
| It’s important that we stay vigilant in our pursuit to protect the fundamental right to vote and take measures to increase citizen participation in our elections. SB 264 ensures that people from all across Kansas, including members of the military, citizens that change residences frequently, busy professionals, and young people, are able to easily vote as permanent advance voters. |

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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** |
| I support SB 264 |
| Please give SB 264 a vote |
| Let’s increase citizen participation |
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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 Rep. Hineman,  As a voter in the state of Kansas, I care deeply about ensuring that all U.S. citizens are able to play an active role in our elections. That’s why I support SB 264, which takes active measures to make it easier and more convenient for Kansans to vote.  Currently, citizens who want to vote in advance of an election by mail must request a ballot before each and every election. People from all across Kansas—members of the military, citizens that change residences frequently, the elderly, young people, voters of color, low-income Americans, and busy professionals—are often unable to submit the necessary paperwork to establish their vote-by-mail status for every election.  SB 264 helps rectify that problem by allowing for permanent advance voting. By eliminating the obstacles busy Kansans have to overcome in order to establish their advance voter status, we increase the likelihood that they will participate in our elections. |
| **Email message body (editable by sender):**  Furthermore, I support SB 264 because it ensures that the votes of our state’s disabled residents are counted fairly and accurately. No one’s constitutional rights should depend on whether they’re physically able to sign their name. |
| **Required ending for email message (not editable by sender):**  Please call a vote on SB 264. It’s imperative that we take measures to expand citizen participation in our state. |
| **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 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)** |
| Let the Legislature know that you support permanent advance voting. Together, we can strengthen our elections. |