**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | Kansas |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| Reno County only: 67501, 67502, 67504, 67505, 67510, 67514, 67522, 67543, 67561, 67566, 67568, 67570, 67581, 67583, 67585 |

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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| [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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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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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.” |
| Can we count on you to take a stand for criminal justice? |

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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 us end mass incarceration in Reno County and beyond |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| [www.aclukansas.org](http://www.aclukansas.org)  Link to report: <https://www.aclukansas.org/en/publications/choosing-incarceration> |

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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 is one thing you want your recipient to notice, it is 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 [first name],  We have a serious problem.  As you read this, nearly 10,000 Kansans—many with mental illness or substance abuse addictions—sit behind bars. Although the crime rate continues to fall to near record lows, our prison population is skyrocketing, pushing the system’s capacity to its limits, wasting millions in taxpayer dollars, and causing irreversible damage to thousands of families impacted by the incarceration of a loved one.  We simply can’t afford to continue at this rate. Something needs to change—and fast.  **We’re looking for activists committed to enacting smart criminal justice reform in Reno County. Can we count on you?**  After months of exhaustive research, we **released a report today** identifying one smart tool county prosecutors can use to reduce the prison population, cut spending, and make our families and communities safer and stronger: diversion.  Diversion is a program in which non-violent, low-level offenders are able to complete alternative sentences, such as community service, restitution, or rehabilitation, instead of going to prison. This allows them to continue working and providing for their families, seek any necessary mental or behavioral health treatment, and remain a productive member of the community, which greatly reduces the likelihood that they will offend again.  **Have you or a loved one been positively impacted by a diversion program? We’d like to hear your story.**  Diversions can only be granted by a county prosecutor, not a jury or judge. And although prosecutors in counties all across the country consider diversion to be one of the best tools in their criminal justice toolbox, most prosecutors in Kansas refuse to give it even a fighting chance.  Statewide, Kansas prosecutors utilize diversion in just 5% of felony cases, which is **only half** the national average. In Reno County, however, it gets even worse: **District Attorney Keith Schroeder refuses to use diversion at all.**  That’s right. Reno County residents who are convicted of a crime as minor as simple marijuana possession get no second chances. They’re torn from their communities, sent to prison, and are forced to live with the stigma and consequences of having a criminal record for the rest of their lives.  Kansans will continue to suffer from our mass incarceration epidemic until we take a stand and let county prosecutors know **enough is enough.** Local prosecutors, like Reno County’s Keith Schroeder, are elected officials—just like members of congress, the state legislature, or the city council. It’s time that prosecutors hear directly from the citizens they serve, that it’s time we made our criminal justice system smarter and our communities safer and stronger.  **We need your help— please let us know you’re interested in advocating for smart criminal justice reform in Reno County.**  Sincerely,  Micah Kubic  Executive Director  ACLU of Kansas |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
| Diversion makes our communities stronger! Check out the ACLU of Kansas’ new report. |