**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Kentucky |

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| **Mailing Date:** | 9/17/2017 | **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.** |
| [Amber@aclu-ky.org](mailto:Amber@aclu-ky.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.” |
| Some Options:  Take action this Constitution Day  Act to protect the Constitution Day  Kentucky, say no to “ConCon”  Rewriting the Constitution and Bill of Rights is a bad idea  The “ConCon” Con |

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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. |
| Let’s not open up our Constitution for editing at this time |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| Twitter: <https://twitter.com/KyConConWatch>  Facebook: <https://www.facebook.com/kyconconwatch/> |

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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,  Happy Constitution Day! Each September 17th, we pause to reflect on the formation and signing of the U.S. Constitution.  This year, we’re asking you to act to protect the rights and liberties we all hold dear by asking your legislator to OPPOSE attempts to call for a Constitutional Convention or “ConCon.”  Kentucky lawmakers are being targeted to pass a resolution that would add the Commonwealth to a list of states calling for a Constitutional Convention. It would be the first since 1787!  This politically tumultuous time in our nation’s history, when we are bitterly divided on so many issues, is not the time to open up the Constitution for edits.  Legislators are set to meet in 10 days for an information-only discussion on the issue (no vote will be taken). Ahead of that meeting, and in honor of Constitution Day, please send your legislators an email urging them to protect our Constitution.  In Liberty,  ACLU of Kentucky  P.S. If you want to stay up-to-date on what’s happening in the fight against “ConCon” in Kentucky follow our Kentucky Constitutional Convention Watch allies on Facebook and Twitter. |

**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** |  |

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| **Alert Headline:** | Protect Our Constitution |

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| **Publish:** | 9/17/2017 | **Expire:** | 4/30/2018 |

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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. |
| Kentucky lawmakers are being targeted to pass a resolution calling for a “Constitutional Convention” that would threaten every right and protection afforded to us by our U.S. Constitution.  If 34 states pass such resolutions – and we are only a handful away from reaching critical mass – we would face the first Constitutional Convention since 1787. We got a good deal the last time: our U.S. Constitution, the process by which Congress and states have ratified amendments since then, and the rights, protections and liberties we Americans have as a result.  Ask your legislator to OPPOSE a Constitutional Convention to protect our most precious rights and freedoms. |

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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** |
| Protect the Constitution |
| Vote No on the Constitutional Convention |
| Keep Kentucky off the “ConCon” list |
| Calling for a Constitutional Convention is Dangerous |
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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 Lawmakers,  I know you’ve been among those targeted to pass resolution calling for a “Constitutional Convention.”  I ask you to OPPOSE this dangerous idea which would threaten every right and protection afforded to us by our U.S. Constitution.  If 34 states pass such resolutions – and we are only a handful away from reaching critical mass – we would face the first Constitutional Convention since 1787. We got a good deal the last time: our U.S. Constitution, the process by which Congress and states have ratified amendments since then, and the rights, protections and liberties we Americans have as a result. |
| **Email message body (editable by sender):**  Advocates of the “ConCon” suggest they could put parameters around what a convention addresses, but constitutional experts such as the late U.S. Supreme Court Justices Warren Burger and Antonin Scalia agree there is no such guarantee. |
| **Required ending for email message (not editable by sender):**  This is not a left versus right issue, but one we can all agree on. Please vote no on any attempt to open up our most precious rights and freedoms for edits during this politically tumultuous time in our history. |
| **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 Kentucky. 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)** |
| This #ConstitutionDay as your legislators to vote NO on opening up a “ConCon” |