**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Louisiana |

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| **Mailing Date:** | 3/27/2018 | **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.** |
| [colleen@laaclu.org](mailto:colleen@laaclu.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.” |
| We could end the death penalty in Louisiana |

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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. |
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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
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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. |
| Friends,  The death penalty in Louisiana is a broken process from start to finish, and right now we have a chance to end it once and for all. Louisiana legislators are currently considering a bill to repeal the death penalty, and they need to hear from you – **today**.  **Take action and let your legislators know that you support ending Louisiana’s broken death penalty.**  Louisiana leads the nation in wrongful death sentences per capita and has the highest reversal rate in the country. Death sentences are predicted not by the heinousness of the crime but by the poor quality of the defense lawyers and the race of the accused or the victim.  There’s no time to waste. Together we can make sure no one is ever again put to death by this broken system.  **Please take a moment now to contact your state legislators and tell them to end the death penalty and support HB 162 and SB 52.**  Thank you!    P.S. For additional information about the death penalty visit: <https://www.aclu.org/issues/capital-punishment> |

**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:** | End the death penalty in Louisiana |

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| **Publish:** | 3/27/2018 | **Expire:** | 6/1/2018 |

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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. |
| Louisiana legislators are currently considering a bill to repeal the death penalty, and they need to hear from you – **today**.  Louisiana leads the nation in wrongful death sentences per capita and has the highest reversal rate in the country.  There’s no time to waste. Together we can make sure no one is ever again put to death by this broken system.  Take action and tell your legislators to end the death penalty and support HB 162 and SB 52. |

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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** |
| Support HB 162 and SB 52 to end the death penalty in Louisiana. |
| The death penalty is a broken process. Support HB 162 and SB 52. |
| Support ending the death penalty in Louisiana. |
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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 State Representative or Senator:  I'm writing to urge you to support ending the death penalty. |
| **Email message body (editable by sender):**  This issue is deeply important to me. Executing someone can’t be undone, and there have been too many cases here in Louisiana where people convicted of capital crimes were later found innocent when new evidence was discovered.    Also, the death penalty is not an effective deterrent to violent crime. In fact, the murder rate is higher on average in states that have the death penalty versus states that have no death penalty in place.  We need to stop wasting resources on a broken system and replace it with proven solutions that will make our communities safer and help heal those affected by violence.  Please support the abolition bill -- HB 162 and SB 52 -- when they come before you this legislative session. |
| **Required ending for email message (not editable by sender):**  Thank you for your service to our community and the 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 Louisiana. 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)** |
| Join the @ACLUofLouisiana and take action to end the death penalty in Louisiana #lalege #lagov |