**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Massachusetts |

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| **Mailing Date:** | 1/10/2018 | **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.** |
| [action@aclum.org](mailto:action@aclum.org) |
| mwoluchem@aclum.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.” |
| One year later, MA immigrants need protection more than ever |

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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. |
| We’re running out of time to pass the Safe Communities Act. Email your legislators today |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| <https://www.facebook.com/aclumass/>  <https://twitter.com/aclu_mass>  <https://www.aclum.org/>  <https://aclum.org/our-work/legislative-priorities/#sca>  <https://action.aclu.org/secure/ma_legislative_postcards?ms=web_180102_aff_MA_> |

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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. |
| Hi [#####] –  This time last year, we made a promise to defend the millions of immigrants in the United States from the xenophobic, racist threat of Trump’s policies. Since then, it’s only gotten worse. The number of people picked up for deportation has skyrocketed, and the protections that were available to the most vulnerable groups of immigrants are being taken away one by one. We need to renew our promise and continue to protect our immigrant communities.  **We need to make Massachusetts safe for everybody.**  Now, more than ever, we are counting on our state legislators to pass the Safe Communities Act, a bill that would disentangle Massachusetts from the federal deportation machine.  The SCA would build trust between police and immigrant communities and re-focus local law enforcement on public safety instead of deportation. Our Massachusetts tax dollars should not be spent on the Trump administration’s anti-immigrant agenda!  We’re running out of time to move the Safe Communities Act through the State House. Your legislators need to hear from you **now,** before the deadline to move the SCA out of committee.  **Email your legislator – right now – and urge them to support the Safe Communities Act**  In Solidarity,  The ACLU of Massachusetts (link to: https://www.aclum.org/) |

**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:** | Pass the Safe Communities Act Today! |

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| **Publish:** | 1/10/2018 | **Expire:** | 2/9/2018 |

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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. |
| This time last year, we made a promise to defend the millions of immigrants in the United States from the xenophobic, racist threat of Trump’s policies. Since then, it’s only gotten worse. The number of people picked up for deportation has skyrocketed, and the protections that were available to the most vulnerable groups of immigrants are being taken away one by one. We need to renew our promise and continue to protect our immigrant communities. We need to make Massachusetts safe for everybody. We need our legislators to pass the Safe Communities Act, a will that would disentangle Massachusetts from the federal deportation machine. |

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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** |
| Take action on Safe Communities |
| Support the Safe Communities Act! |
| Immigrants in Massachusetts are counting on us |
| One year later, MA immigrants need protection more than ever |
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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):**  As your constituent, I urge you to make a stand and protect immigrants across our state by supporting the Safe Communities Act (H.3269/S.1305).  Over the past year, the number of people picked up for deportation has skyrocketed, and the protections that were available to the most vulnerable groups of immigrants are being taken away one by one.  The Safe Communities Act will protect everyone in our communities by focusing resources on public safety, rather than enforcing federal anti-immigrant policies. Massachusetts should join other states, such as California, Illinois and Connecticut, which have already taken similar action.  The Safe Communities Act will:   1. Protect MA taxpayers from sweeping 287 (g) contracts.   These agreements entangle local law enforcement in federal immigration enforcement by turning local officials into ICE agents, paid for with Massachusetts tax dollars. Local and law enforcement should be focused on public safety, not spending our resources to enforce federal immigration policy.   1. Set standards for when – and when not – to bring local immigrants to ICE’s attention.   Over the last year, ICE has been detaining and deporting a substantially larger proportion of people with no past criminal records. We need law enforcement to limit when people are pro-actively brought to ICE’s attention. Notification should be reserved only for when a person is held for a serious offense.  3) Protect due process.  Massachusetts law should make sure that due process is upheld when ICE interviews a person in local custody. Many times, ICE agents don’t identify themselves when interviewing people in custody in Massachusetts – and the detained person gives up many of their rights because they didn’t know they had any. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  The Safe Communities Act will ensure that Massachusetts tax dollars go towards Massachusetts priorities instead of upending the lives of immigrants and their children across the state. Please urge the Joint Committee on Public Safety and Homeland Security to advance the SCA and begin building a safer community for all Massachusetts residents.  Sincerely,  [Your Name] |
| **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 MA. This is an important issue and your lawmakers need to hear from you. Take the next step and help us pass the entire ACLU Freedom Agenda [link to: <https://action.aclu.org/secure/ma_legislative_postcards?ms=web_180102_aff_MA_>  ] in 2018.  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)** |
| Tell your legislator to protect immigrants in Massachusetts and pass the Safe Communities Act today! |