**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Mississippi |

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| **Mailing Date:** | 8/22/2018 | **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.) |
| 38732, 38733 |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| Zakiya Summers  zsummers@aclu-ms.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.” |
| Thank You Clarksdale |

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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** |
| <https://www.aclu-ms.org/sites/default/files/field_documents/advocacy_ndo_toolkit_final.pdf> |

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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. |
| Hello (Name),  Our “We Are All Mississippi” mantra is spreading into local communities. This month, the city of Clarksdale, under the leadership of Mayor Chuck Espy, passed a non-discrimination ordinance. This citywide policy includes protections inclusive of sexual orientation and gender identity in housing, public accommodations, and employment.  Send a note of thanks to Mayor Espy.  Mississippi is one of a very few states that has yet to secure civil rights protections for everyone. Courageous, and more importantly, necessary, policy from local leadership ensures inclusion and equality for all who live and visit there. The city of Clarksdale through this ordinance has affirmed that everyone is welcome and should feel protected from discrimination.  Email Mayor Espy to thank him for his leadership on this issue.  We are still advocating for a non-discrimination ordinance in other local communities. While support has been slow, this is a steady move in the right direction.  Sincerely,  ACLU of Mississippi  [P.S. Download our toolkit to help secure civil rights in your community.](https://www.aclu-ms.org/sites/default/files/field_documents/advocacy_ndo_toolkit_final.pdf) |

**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** | Mayor Chuck Espy  City of Clarksdale  [mayor@cityofclarskdale.org](mailto:mayor@cityofclarskdale.org) |

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| **Alert Headline:** | Thanks Mayor Espy for Passing Non-Discrimination Protections |

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| **Publish:** | 8/22/2018 | **Expire:** | 9/22/2018 |

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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. |
| Thanks to your support and the tireless efforts of our partners, advocates and allies, the city of Clarksdale now has non-discrimination protections inclusive of sexual orientation and gender identity.  Send a note of thanks to your Mayor for his support in creating an inclusive and supportive community. |

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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** |
| Thanks for your leadership |
| Thank you for supporting the LGBT community in Clarksdale |
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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):**  Thank you for standing up for equality and inclusion, and passing the non-discrimination ordinance in the city of Clarksdale. In the Hospitality State, it is important that every member of our community feels welcome and supported by local leadership. |
| **Email message body (editable by sender):**  It means a lot to me to see the town I call home move toward creating a safe space for everyone.  This is what can happen if all the local leaders in Mississippi begin to embrace and support every member of their constituency. Together, we will continue to work toward an inclusive, fair, and equitable community for everyone. I am grateful to you as the leader of our city and very appreciative to our board of commissioners. |
| **Required ending for email message (not editable by sender):**  Thank you,  (First Name) (Last Name)  (Your Address) |
| **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 extend equality. This is an important issue and your elected officials need to hear from you.  Take the next step. Help support the ACLU of MS as we work to secure civil rights in your community. (donate link: <https://action.aclu.org/give/support-aclu-mississippi>)  -----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)** |
| Clarksdale becomes 3rd city to pass a non-discrimination ordinance in Mississippi! #WeAreAllMS |