**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Oklahoma |

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| **Mailing Date:** | Feb 27, 2018 | **Flexibility:** | X 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%2520Calendar.aspx) | | | |

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| **Target Audience** |
| X 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. |
| [ashinn@acluok.org](mailto:ashinn@acluok.org)  [nmcafee@acluok.org](mailto:nmcafee@acluok.org)  [dwilliams@acluok.org](mailto:dwilliams@acluok.org)  [cfallik@acluok.org](mailto:cfallik@acluok.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 X 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.” |
| Demand real reform today |

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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. |
| The Legislature has promised meaningful criminal law reform this session. Help ensure they keep their word. Contact legislative leadership and ask them to hear SB 969 this week. |

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| **Side Box Content** X 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. |
| [Name],  In 2016, Oklahoma voters overwhelmingly passed State Question 780, which changed several drug possession and property crime charges from felonies to misdemeanors.  This year Senator Roger Thompson introduced Senate Bill 969, which would allow anyone previously sentenced under laws changed by 780 to apply to have their felony modified to a misdemeanor. This bill could give more than 855 Oklahomans their freedom, and change countless lives. It is a critical step toward relieving the burden on Oklahoma's over-crowded prisons and over-strained budget.  The legislature has promised to pass meaningful criminal justice reform this year. But as the committee deadline approaches this week, they’ve failed to hear a single piece of serious reform legislation. The people of Oklahoma deserve better.  Can I count on you to contact senate leadership today to urge them to keep their promise by hearing Senate Bill 969?  Thank you for being a key part of this fight for meaningful criminal justice reform. |
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**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** |
| **X 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 X 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:** |  |

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| **Publish:** |  | **Expire:** |  |

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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. |
| The Governor and legislative leadership have promised this will be the session of criminal justice reform. But as the March 1st committee deadline nears, we haven’t seen any meaningful reform. Hold the legislature to their word. Demand they hear SB 969 this week. |

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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** |
| Keep your promise to the voters. Reform now. |
| Hear SB 969 this week |
| Oklahomans want real criminal justice reform |
| It’s time to act. Hear SB 969! |
| More reform now |
| Oklahomans want 780 Retroactivity |
| The people have spoken. Hear SB 969! |

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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 Senator {{NAME}},  I am one of the tens of thousands of Oklahomans who supported SQ 780 and now, I want to see those reforms applied retroactively. SB 969 will take the common-sense drug possession and property crime reforms passed last year, and extend them to people charged under the outdated sentencing protocol. SB 969 could free over 800 Oklahomans and remove felonies from their records, helping their ability to apply for jobs and get quality housing. This is an important next step for reform. The voters are behind it. Please hear SB 969 before this week’s committee deadline. |
| **Email message body (editable by sender):**  I strongly support this bill and want to see it heard in committee this week. The people spoke overwhelmingly in favor of reforms in 2016 and now as committee deadlines approach I am deeply disappointed at the lack of action on this important next step to meaningful change in our state. |
| **Required ending for email message (not editable by sender):**  I want to see fewer lives disrupted by irresponsible sentencing practices, and I want to see prison and jail population reduced. I believe SB 969 is the most direct path to achieve those positive changes. Please act now by giving SB 969 a hearing this week.  Sincerely, |
| **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 Oklahoma. 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)** |
| Oklahomans want real criminal justice reform. Tell Senate leadership to hear SB 969 now! |