**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Oregon |

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| **Mailing Date:** | 2/15/2018 | **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.** |
| sarmstrong@aclu-or.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.” |
| Signing away your rights in Oregon |

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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. |
| Stop forcing people to sign away their rights to take a plea. |

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| **Side Box Content**  Remove side box  Include side box |
| Take Action: Stop the unjust waiver or rights in plea agreements. |

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| **Hyperlinks for email message** |
| https://aclu-or.org/en/events/civil-liberties-day-action-capitol |

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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,  In Oregon, roughly 95% of criminal cases never make it to trial. The overwhelming majority of cases are resolved through plea agreements, but plea agreement negations do not have the transparency of trials.  Criminal defendants in Oregon are often required to waive a range of rights and even access to rehabilitation programs as a condition of plea agreements. In some cases, plea agreements have included the waiver of constitutional and procedural rights. This is profoundly unfair because it removes the checks and balances that our justice system needs.  Take Action: Ask your state legislators to promote fairness and justice in plea agreements by supporting HB 4149.  Whether people are scared, confused, or getting bad counsel, they should **not** be presented with an offer to waive their rights to things like:   * the right to challenge their conviction based on emerging evidence of innocence * the right to request DNA testing of evidence * the right to programs designed to encourage rehabilitation and to help put the lives of criminal defendants back on track   Take Action: Let your legislators know you support HB 4149 to stop the unjust waiver of rights in plea agreements.  Sincerely,  Kimberly McCullough Policy Director ACLU of Oregon  P.S. Join us on Monday, 2/19 for our Civil Liberties Day of Action in Salem! |

**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:** | Stop the Unjust Waiver of Rights in Plea Agreements |

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| **Publish:** | 2/15/2018 | **Expire:** | 3/12/2018 |

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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. |
| In Oregon, roughly 95% of criminal cases never make it to trial. The overwhelming majority of cases are resolved through plea agreements, but plea agreement negations do not have the transparency of trials.  Criminal defendants in Oregon are often required to waive a range of rights and even access to rehabilitation programs as a condition of plea agreements. In some cases, plea agreements have included the waiver of constitutional and procedural rights. This is profoundly unfair because it removes the checks and balances that our justice system needs.  Whether people are scared, confused, or getting bad counsel, they should **not** be presented with an offer to waive their rights to things like:   * the right to challenge their conviction based on emerging evidence of innocence * the right to request DNA testing of evidence * the right to programs designed to encourage rehabilitation and to help put the lives of criminal defendants back on track   Take action today to stop unjust plea waivers by emailing your state legislators in support of HB 4149. |

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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** |
| Promote Justice and Fairness in Plea Agreements – YES on HB 4149 |
| Please support HB 4149 |
| YES on HB 4149: Stop the unjust waiver of rights in plea agreements |
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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):**  I am writing today to ask you to support HB 4149 to promote justice and fairness in plea agreements.  Criminal defendants in our state are often required to waive a range of rights and even access to rehabilitation programs as a condition of plea agreements. In some cases, plea agreements have included the waiver of constitutional and procedural rights. This is profoundly unfair and undercuts the checks and balances that our justice system needs.  HB 4149 would help ensure that whether people are scared, confused, or getting bad counsel, they should **not** be presented with an offer to waive their rights to things like:   * the right to challenge their conviction based on emerging evidence of innocence * the right to request DNA testing of evidence * the right to programs designed to encourage rehabilitation and to help put the lives of criminal defendants back on track |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  HB 4149 provides basic protections to help ensure that plea agreements are fair and don’t require people to waive basic rights and access to rehabilitation programs designed to give people tools to put their lives back on track.  Please support HB 4149. |
| **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.** |
| Many people don’t know that our current plea agreement system allows people to waive their rights, so please help spread the word. Our state lawmakers need to hear from us!  Take the next step and share this alert with your friends:  Share on Twitter | Share on Facebook  Thank you for taking action to protect civil liberties in Oregon.  -----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)** |
| We shouldn’t force people to sign away their rights to take a plea in #Oregon. Ask the #orleg to support HB 4149! |