**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU of Pennsylvania |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| PA Senate District 44  PA Senate District 3  PA House District 151  PA House District 191 |

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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| Andy Hoover, ahoover@aclupa.org  Ian Pajer-Rogers, ipajer-rogers@aclupa.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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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.” |
| Urge PA lawmakers to reject this unfair sentencing tool |

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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 the implementation of the racially biased risk assessment tool! |

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| **Side Box Content (Action & Event format only)** |
| Pennsylvania should not compound racial disparities in the criminal justice system. Tell your state legislator to vote “NO” on the risk assessment instrument for sentencing! |

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| **Hyperlinks for email message \*\*** |
| <the action alert> |

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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 is one thing you want your recipient to notice, it is 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 [[First\_Name]]--  The Pennsylvania Commission on Sentencing is considering a proposal to create a so-called risk assessment tool that it claims can predict future criminality. The tool would create a risk score that judges would see at sentencing.  Here’s the problem: this tool is rooted in the racial disparities already plaguing Pennsylvania’s criminal justice system.  One of your state legislators is a member of the Pennsylvania Commission on Sentencing, which will vote on implementing the instrument on Wednesday. **Will you contact them right now and urge them to reject the proposed risk assessment tool?**  From over-policing in communities of color to expanding the definition of recidivism to ensnare people on minimal violations, the risk assessment tool would only further entrench racial bias in sentencing. **Even the commission itself acknowledges that the margin of error for this tool is between 30 and 40 percent.**  If this instrument is implemented, it will mean longer sentences for more people, and it will continue to deepen the disproportionate incarceration rates of Black and Latinx Pennsylvanians.  Instead of relying on a broken and biased criminal justice system to assess risk at sentencing,judges should use their discretion and make a sentencing decision based on the individual before them.  **Take action today** to help stem the racial disparities at sentencing and take a step toward ending mass incarceration in Pennsylvania.  Thank you so much for taking action.  For justice,  **Nick Pressley**  Director, Campaign for Smart Justice  ACLU of Pennsylvania |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
| A risk assessment tool compounds racial disparities in the criminal justice system. @senjohnrafferty @repmcclinton @SenSharifStreet @reptoddstephens should vote “NO” on RAI. |