**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Virginia |

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| **Mailing Date:** | 1/29/2018 | **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.** |
| [bfarrar@acluva.org](mailto:bfarrar@acluva.org)  [ptran@acluva.org](mailto:ptran@acluva.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.” |
| No-Excuse Absentee Voting Makes our Democracy More Accessible for Everyone |

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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. |
| Tell your Senator and delegate it’s time for Virginia to expand access to the ballot and make it easier for everyone to participate! |

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| **Side Box Content**  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. |
| Voting is our constitutional and most fundamental right. Yet, Virginia’s excuse-based absentee voting law does not let all voters participate. By establishing a list of approved excuses, the law essentially privileges some voters over others and gives them a special right. Currently, for example, you are eligible to vote absentee if you have a long commute to work, but you are not eligible if you have to juggle the responsibilities of three jobs and family life. That is unfair, and has to change.  In addition to treating Virginia voters differently depending on who they are or where they live, our excuse-based absentee voting law threatens privacy rights by mandating that qualified voters disclose personal information for some approved excuses. The absentee application form including the reasons a person may give for needing to vote absentee are a public record available for anyone to see, and there are no systems are in place to keep these records secure. No one should have to sacrifice their privacy in order to exercise their right to vote.  We believe voting in the Commonwealth should be equally and uniformly accessible to every voter, no matter the method. Every voter should be given an equal opportunity to vote absentee in-person or by mail, for any reason. No-excuse absentee voting makes sense in modern-day society and recognizes the constraints of our busy lives. It allows all voters in our democracy to exercise their fundamental right to vote in a more accessible and convenient method.  We hope you will stand with us this General Assembly session and urge your Senator and delegate to support no-excuse absentee voting! |

**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:** | Allow No-Excuse Absentee Voting so that All Voters can Easily Participate |

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| **Publish:** | 1/29/2018 | **Expire:** | 2/28/2018 |

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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. |
| No-excuse absentee is a common-sense reform that makes our democracy more accessible and accommodates everyone’s modern-day schedule. Absentee voting should be universally available to all Virginia voters by both in-person and by mail. |

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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** |
| No-excuse absentee voting is the right move for Virginia. |
| No-excuse absentee voting makes our democracy stronger. |
| No-excuse absentee voting allows flexibility to fit voting into busy modern schedules. |
| No-excuse absentee voting is not a novel idea. It’s time for Virginia to catch up with other states. |
| Virginia should make voting easier and more accessible. Vote yes on no-excuse absentee voting. |
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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):**  With complicated and confusing rules on absentee voting, Virginia continues to lag other states in promoting more open and accessible elections. Thirty-seven other states already permit voters to cast their ballots early or by absentee ballot without having to provide an approved excuse.  No-excuse absentee voting has led to greater participation in elections, relieved long lines at the polls on Election Day, and accommodated our modern-day, busy schedules that require flexibility. It  also relieves the stress on poll workers on Election Day and makes it less likely that mistakes will occur. In short, no-excuse absentee voting makes democracy more accessible for everyone to participate. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  No-excuse absentee voting by mail and in-person reflects the realities of our modern society and would allow more citizens’ voices to be heard. As your constituent, I hope you will support legislation that allows all voters to participate in our democracy equally, such as SB 114 by Senator Mamie Locke, HB 57 by Delegate Charniele Herring, and HB 1072 by Delegate Steve Heretick. |
| **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 bring justice back to the ballot in Virginia. 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)** |
| No excuse absentee voting is a common-sense reform for Virginia that makes our democracy more fair and accessible for all. Tell your elected officials you support it! |