**EMAIL SET-UP**

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

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| **Mailing Date:** | 06/02/2018 | **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 Calendar.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.** |
| ptran@acluva.org  [bfarrar@acluva.org](mailto:bfarrar@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.” |
| Y'all Means All: Protecting LGBT Virginians from Discrimination in Employment and Housing Access |

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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. |
| No one should be fired from a job or denied housing because of who they are or who they love. |

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| **Side Box Content**  Remove side box Include side box |
| Tell your delegate it's time for Virginia to take a stand against discrimination and ensure equal treatment for LGBT people in public employment and housing practices. |

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| **Hyperlinks for email message** |
| Senate Bill 202 - <https://lis.virginia.gov/cgi-bin/legp604.exe?ses=181&typ=bil&val=sb202&submit=GO>  SB 423 - <https://lis.virginia.gov/cgi-bin/legp604.exe?ses=181&typ=bil&val=sb423&submit=GO>  support protecting gay and transgender people under nondiscrimination laws - [https://www.prri.org/spotlight/democrats-twice-as-likely-as-republicans-to-strongly-favor-lgbt-nondiscrimination-laws/#.VmDLZ3arRph](https://www.prri.org/spotlight/democrats-twice-as-likely-as-republicans-to-strongly-favor-lgbt-nondiscrimination-laws/" \l ".VmDLZ3arRph) |
| **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. |
| Friends -  While fairness for LGBT people has been advancing in recent years, anti-LGBT discrimination is still allowed in the workplace, housing and public accommodations in Virginia as well as nationwide. We've heard stories from LGBT Virginians who have faced challenges seeking employment or housing opportunities simply because of their sexual orientation or gender identity. That is unfair and unacceptable; everyone should be treated fairly and equally under the law.  Virginia currently has no law that prohibits discrimination in state and local workplaces; neither is there any language in the Virginia Fair Housing Law that makes it unlawful to turn away LGBT clients. All of this can change this General Assembly session, with two bills that would update our current law to help ensure that LGBT people have access to the same opportunities as everyone else.  [Senate Bill 202](https://lis.virginia.gov/cgi-bin/legp604.exe?ses=181&typ=bil&val=sb202&submit=GO), sponsored by Sen. Adam Ebbin, would codify a legislative policy against discrimination in public employment that is inclusive of sexual orientation and gender identity and also prohibits discrimination based on age, race, national origin, religion, pregnancy, marital status, and veteran status. [SB 423](https://lis.virginia.gov/cgi-bin/legp604.exe?ses=181&typ=bil&val=sb423&submit=GO) by Sen. Jennifer Wexton would add sexual orientation and gender identity to the Virginia Fair Housing law prohibitions against discrimination.  No one should be fired from their job or evicted from their home just because of who they are. We hope you will stand with us and raise your voices for a Virginia where there is fair treatment on the job and in housing practices.  Take action now!  Very truly yours,  Claire |

**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:** | Virginia is for Lovers of Equality |

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| **Publish:** | 06/02/2018 | **Expire:** | 31/03/2018 |

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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. |
| Passing comprehensive nondiscrimination protections would reaffirm Virginia's commitment to equality, strengthen our state’s economy, and send a strong message that Virginia welcomes all to live and work here. Nearly 70 percent of Americans – including 65 percent of Republicans – [support protecting gay and transgender people under nondiscrimination laws.](https://www.prri.org/spotlight/democrats-twice-as-likely-as-republicans-to-strongly-favor-lgbt-nondiscrimination-laws/" \l ".VmDLZ3arRph) It's time for Virginia to take a step forward and ensure that all LGBT Virginians are treated with respect and dignity in all of their endeavors. |

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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** |
| We should all strive for a Virginia where everyone is treated fairly and equally |
| The state legislature should step forward to protect LGBT Virginians against discrimination |
| Passing nondiscrimination laws is about basic fairness for LGBT Virginians |
| Fair hiring and housing practices are right for Virginia |
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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 State Representatives,  We should all have the right to earn a living and support our families, regardless of sexual orientation or gender identity. Yet, under Virginia law, it is still legal to fire a hardworking employee, deny them an apartment, or otherwise discriminate against them simply because they are LGBT. No one should have to live in fear of being fired or evicted just because of who they are or who they love.  I'm writing to urge you to support SB 202 (Ebbin) and SB 423 (Wexton) that would guarantee fair treatment of all Virginians, including LGBT people, and ensure that they have access to the same opportunities in public employment and housing as everyone else. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  When it comes to being able to earn a living or having a place to live, LGBT Virginians should be treated like anyone else and not experience discrimination. Updating our state’s nondiscrimination law is how we can ensure workers are judged on their qualifications, experience and the quality of the job they do, not factors that have nothing to do with their job performance.  That’s what updating our state’s nondiscrimination law would do, and why it’s so important that you support Senator Ebbin's SB 202 and Senator Wexton's SB 423. |
| **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 o stronr events.** |
| Thank you for taking action to support LGBT Virginians and advance equality across the state. 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)** |
| Right now, LGBT people could legally be ﬁred from their jobs or denied housing just because of who they are. That’s just wrong. Tell your delegate to support non-discrimination legislation in Virginia: |