**EMAIL SET-UP**

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

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| **Mailing Date:** | 4/3/2018 | **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) |

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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.” |
| Let Gov. Northam Know Anti-Sanctuary Laws Make Our Communities Less Safe |

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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. |
| House Bill 1257, now before the governor, seeks to restrict localities from protecting immigrants and all Virginians. Tell him it is wrong and ask him to veto this bill. |

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| **Side Box Content**  Remove side box  Include side box |
| **TAKE ACTION NOW!**  Tell Gov. Ralph Northam to veto House Bill 1257 which would make our communities less safe by discouraging immigrants from reporting crimes to local police. |

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| **Hyperlinks for email message** |
| House Bill 1257 – <https://lis.virginia.gov/cgi-bin/legp604.exe?ses=181&typ=bil&val=hb1257&submit=GO>  We have told Gov. Ralph Northam - <https://acluva.org/en/press-releases/aclu-va-gov-northam-sanctuary-cities-bill-will-make-virginia-less-safe>  “Freedom Cities” toolkit - <https://acluva.org/en/publications/advocacy-toolkit-freedom-cities-model-policies-virginia> |

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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. |
| Friends –  As federal authorities continue to ramp up mean-spirited and unconstitutional enforcement of immigration laws, the Virginia General Assembly has approved a bill that would restrict localities from protecting immigrants within their borders.  In fact, [House Bill 1257](https://lis.virginia.gov/cgi-bin/legp604.exe?ses=181&typ=bil&val=hb1257&submit=GO), the so-called “Sanctuary Cities” bill, would prohibit localities from enacting any “ordinance, procedure or policy” that would restrict “full enforcement” of federal immigration laws.  [We have told Gov. Ralph Northam](https://acluva.org/en/press-releases/aclu-va-gov-northam-sanctuary-cities-bill-will-make-virginia-less-safe) that this bill is unnecessary because localities in Virginia can’t opt to become a true “sanctuary” city, where local authorities pledge not to cooperate with federal immigration police, because of the state’s long-standing “Dillon Rule” as well as other existing state mandates.  We have also told Gov. Northam that the law is actually dangerous for many reasons, including:     * The law itself is unconstitutionally vague and unenforceable, as it fails to even define what a “sanctuary policy” is, among other problems. * Anti-sanctuary laws make our communities less safe, because they discourage immigrants from cooperating with police as victims or witnesses for fear they will be turned over to federal officials and deported. The reality is that local cooperation with federal immigration officers creates an attitude of mistrust in the community toward local law enforcement.   In addition to calling on the Governor to veto this bad legislation, we encourage you to download and use our [“Freedom Cities” toolkit](https://acluva.org/en/publications/advocacy-toolkit-freedom-cities-model-policies-virginia) that gives Virginians the information and tools needed to be good advocates for safer policies at the local level.  Virginia should welcome newcomers and promote cooperation between immigrants and local police, not create fear of detention and removal for coming forward to report crimes. Please join us in urging Governor Northam to veto House Bill 1257.  Very truly yours,  Claire |
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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** |
| **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:** | Gov. Northam: Please Veto House Bill 1257 Regarding “Sanctuary Cities” |

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| **Publish:** | 4/3/2018 | **Expire:** | 4/10/2018 |

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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. |
| As federal authorities continue to ramp up mean-spirited and unconstitutional enforcement of immigration laws, the Virginia General Assembly has approved a bill that would restrict localities from protecting immigrants within their borders. We need your help to stop it from becoming law. |

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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** |
| Gov. Northam: Please Veto House Bill 1257 Regarding Sanctuary Cities |
| HB 1257 Would Make Our Communities Less Safe |
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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):**  Governor Northam –  I write today to tell you that I support the ACLU of Virginia’s position on House Bill 1257 regarding “Sanctuary Cities” and urge you to veto this measure that would make our communities less safe.  HB 1257 is unnecessary. No locality in Virginia could choose to become a true “sanctuary” city, where local authorities pledge not to cooperate with federal immigration police, because of the state’s long-standing “Dillon Rule” as well as other existing state mandates.  HB 1257 is also dangerous for many reasons, including:   * The law itself is unconstitutionally vague and unenforceable, as it fails to even define what a “sanctuary policy” is, among other problems. * Most importantly, anti-sanctuary laws make our communities less safe, because they discourage immigrants from cooperating with police as victims or witnesses for fear they will be turned over to federal officials and deported. The reality is that local cooperation with federal immigration officers creates an attitude of mistrust in the community toward local law enforcement. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Virginia should welcome newcomers and promote cooperation between immigrants and local police, not create fear of detention and removal for coming forward to report crimes. Please veto House Bill 1257. Thank you. |
| **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 Virginia. This is an important issue and the Governor needs 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)** |
| Tell @governorva to veto anti-sanctuary legislation that would make VA less safe. (link to Action Alert) |