**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Wyoming |

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| **Mailing Date:** | 11/14/2017 | **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.** |
| jpetersen@aclu.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.” |
| The Wyoming criminal justice system is at capacity and overburdened. The legislature has the power to fix it. |

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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. |
| Read our new report, Bucking the Trend, and then tell the legislature they have the power and responsibility to fix our justice system. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| <https://www.aclu-wy.org/en/buckingthetrend>  <https://www.aclu-wy.org/en/news/state-wyoming-adding-insult-womens-injuries-defending-male-only-bootcamps>  <https://www.facebook.com/events/144362436206174/> |

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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,  Our jails and prisons are over capacity – and each year the Wyoming legislature doubles down on the overtaxed system by creating new crimes and moving toward longer, harsher penalties for violating existing laws.  **Tell your legislator that it’s time to act to reduce Wyoming’s prison population.**  The ‘tough on crime’ tactics of the past are ineffective and have resulted in a justice system that is overburdened and costly. Fortunately, the Wyoming legislature has the power to reverse course and fix our broken criminal justice system. We released a [report](https://www.aclu-wy.org/en/buckingthetrend) today recommending steps the legislature can take to start reducing Wyoming’s growing prison population, including:   * Probation and parole reform * Establishing a [boot camp program for women](https://www.aclu-wy.org/en/news/state-wyoming-adding-insult-womens-injuries-defending-male-only-bootcamps) * Revisiting drug laws already on the books that are responsible for sending people to prison for crimes that could be dealt with in other areas of the justice system.   **Read our report and contact your legislators to tell them to take steps to reduce incarceration rates, keep our communities safe, and ensure our state is fiscally sound.**  Yours in liberty,  ACLU of Wyoming  P.S. Save the date for the event “[We the People: An evening with the ACLU of Wyoming](https://www.facebook.com/events/144362436206174/)” to celebrate the history of the ACLU of Wyoming and look ahead to our work in 2018! |
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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:** | Tell your legislators to make criminal justice reform a priority in Wyoming |

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| **Publish:** | 11/14/2017 | **Expire:** | 7/2/2018 |

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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. |
| A growing number of bills are introduced every year creating new crimes or increasing penalties, and legislation that would remedy Wyoming’s overburdened criminal justice system fails, resulting in a justice system that is at capacity.  Increasing crimes and penalties in Wyoming means the state is putting more and more people behind bars and under the supervision of government. One in every 130 Wyoming residents is incarcerated, and one in every 58 is under some form of criminal justice supervision, whether in prison, in jail, or on probation or parole. The number of people kept in jail pre-trial has nearly quadrupled since 1993, resulting in higher costs to local governments and thousands of individuals being incarcerated despite not having been convicted of a crime. **If everyone who was in prison or under the supervision of the criminal justice system made up a Wyoming town, it would be the 10th largest town in the state.**The largest factor contributing to this trend is the increasing number of state laws establishing new misdemeanors and felony crimes, and the move toward longer, harsher sentences for existing crimes.  Urge your legislators to act to reverse this trend, and reform a broken system. |

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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** |
| Tell your legislators to act to reduce Wyoming’s prison and jail populations |
| Urge your legislators to act now to reform Wyoming’s overburdened criminal justice system |
| Wyoming’s prisons and jails are full – tell you legislators to act now to reduce incarceration |
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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 (legislator)  Over the past twenty years, incarceration rates in Wyoming have skyrocketed. According to the Prison Policy Initiative, one in every 130 Wyoming residents is incarcerated, and one in every 58 is under some form of criminal justice supervision, whether in prison, in jail, or on probation or parole. The number of people kept in jail pre-trial has nearly quadrupled since 1993, resulting in higher costs to local governments and thousands of individuals being incarcerated despite not having been convicted of a crime  I am writing today to urge you to support efforts to reduce incarceration in our state. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  The legislature has the ability to pass small but meaningful policies now that will make a big impact on the overburdened criminal justice system. Please consider the following:  - Pass probation and parole reform legislation currently under consideration by the Joint Interim Judiciary Committee.  - Direct the Department of Corrections to establish a women’s boot camp program.  - Conduct an interim study on low-level misdemeanors and felonies, in addition to examining state mandatory minimum sentencing laws.  - Exercise caution when contemplating new crimes legislation.  Thank you for taking steps to address Wyoming’s mass incarceration problem.  Sincerely, |
| **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 Wyoming. 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)** |
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