**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Alaska |

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| **Mailing Date:** | 7/23/2018 | **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.** |
| Creynolds@acluak.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.” |
| Alaska’s justice reforms are under attack! |

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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. |
| Help keep Alaska’s justice system fair. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| [www.Smartjusticealaska.com](http://www.Smartjusticealaska.com)  <https://smartjusticealaska.com/#takeaction>  <https://www.facebook.com/events/195405034616625/>  <https://www.facebook.com/SmartJusticeAlaska/>  <https://twitter.com/SmartJusticeAk> |

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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. |
| In 2016, a broad coalition of Alaskans stood together to pass historic criminal justice reforms that makes us safer, supports crime victims, and made the justice system fairer.  Criminal justice reform was built from the ground up by Alaskans. It keeps all the successful parts of our criminal justice system that worked and improves them by adding common-sense, evidence-based practices from proven experts in the field. Most importantly, this law was thoroughly vetted and signed off on by Alaska’s own criminal justice officials who are actually in charge of implementing them.  Sadly, a vocal minority—led by extremists comfortable with a racially biased, bloated, and broken system—are determined to roll back these vital reforms.    **We have to fight back.**    To that end, we have created [Smart Justice Alaska](https://smartjusticealaska.com/) to help supporters of a fair and effective justice system come together, learn the facts, keep up to date on the latest information, and speak out in support of Alaska’s justice reforms.  **[Add your name now to join us as we fight for a better, safer justice system.](https://smartjusticealaska.com/" \l "takeaction)**  Locking prisoners up without addressing the underlying criminal behavior was only making Alaska less safe, since most inmates return to the community eventually. Criminal justice reform keeps real criminals behind bars and invests in rehabilitation and crime prevention programs that have been proven to reduce repeat offenses after prisoners re-enter the community.  If you want to learn more about a very humane justice system, [**join us tonight for a screening of the documentary “Breaking the Cycle,” followed by a discussion with Commissioner Dean Williams, Sen. Pete Kelly, and others at Bear Tooth Theater in Anchorage**](https://www.facebook.com/events/195405034616625/).  Let’s do this,    Casey Reynolds  Communications Director  ACLU of Alaska  [Creynolds@acluak.org](mailto:Creynolds@acluak.org)  P.S. Be sure to **“like”** [**Smart Justice Alaska on Facebook**](https://www.facebook.com/SmartJusticeAlaska/) and [**follow @SmartJusticeAk on Twitter**](https://twitter.com/SmartJusticeAk) for the latest in our campaign to make Alaska safer and more just! |

**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:** |  |

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| **Publish:** |  | **Expire:** |  |

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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. |
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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** |
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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):** |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **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 XX. 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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