**EMAIL SET-UP**

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

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| **Mailing Date:** | 4/26/2018 | **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.** |
| [rrakibullah@acluak.org](mailto:rrakibullah@acluak.org)  [creynolds@acluak.org](mailto: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.” |
| Tell Senate Leaders to #ReturnPFDsToExonerees Now! |

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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. |
| The PFD belongs to the people, not the government. Urge Senate leadership to pass HB 127 today! |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| Tell Senate leaders that the PFD belongs to the people, not the government. = Action Alert  Email Senate leadership today and urge them to stand for justice and pass HB 127. = Action alert |

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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. |
| Dear Supporter,  Imagine being accused of something you didn’t do, being convicted for the crime, and spending years of your life behind bars before finally having your conviction dismissed, reversed, or vacated. Now imagine that the State of Alaska has the ability to return the Permanent Fund Dividends that were kept from you during your incarceration, but simply refuses to do so.  Tell Senate leaders that the PFD belongs to the people, not the government.  This is a situation that any Alaskan could find themselves in. The most famous example of Alaskans affected by this injustice is the Fairbanks Four, all of whom had their convictions vacated in 2015. The four exonerated men spent eighteen years behind bars but have nothing to show for it, including eighteen PFDs that were seized from them during those long years.  There’s a solution to this problem: HB 127. This bill seeks to pay back PFDs to Alaskans whose convictions are vacated, overturned, or dismissed. It passed the House by an overwhelming 38-1 vote in 2017, but it has been stuck in the Senate State Affairs Committee for nearly a year without a single hearing.  It is simply unfair that those who are exonerated have both years of their lives and their PFDs taken from them. Lawmakers cannot return the wasted time, but they can return the PFDs. Email Senate leadership today and urge them to stand for justice and pass HB 127.  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |

**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** | Senate President Pete Kelly  [Senator.Pete.Kelly@akleg.gov](mailto:Senator.Pete.Kelly@akleg.gov)  Senate Judiciary Committee Chairman John Coghill  [Senator.John.Coghill@akleg.gov](mailto:Senator.John.Coghill@akleg.gov)  Senate State Affairs Committee Chairman Kevin Meyer  [Senator.Kevin.Meyer@akleg.gov](mailto:Senator.Kevin.Meyer@akleg.gov) |

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| **Alert Headline:** | Tell Senate Leaders to #ReturnPFDsToExonerees Now! |

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| **Publish:** | 4/26/2018 | **Expire:** | 5/26/2018 |

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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. |
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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** |
| Please pass HB 127 and Return PFDs to Exonerees! |
| Please Support HB 127 and Return PFDs to Exonerees! |
| Return PFDs to Exonerees Now! |
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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 Senators,  I am writing today to urge you to support HB 127. The bipartisan bill passed the House 38-1 but has been before the Senate State Affairs Committee for a year without a single hearing.  HB 127 rights a terrible wrong. People who are incarcerated for felonies are not eligible to receive their PFDs, but what happens when a conviction is vacated, reversed, or overturned? Right now, **nothing**: exonerees do not back get any of the PFDs that were seized during their incarceration.  A wrongfully-charged person is released from jail without any way to recoup what is owed to them. The Fairbanks Four, for example, had their convictions vacated and the charges against them were dismissed. The four were free to walk out of the court house but had nothing to show for the last eighteen years. Among the things lost to them were Alaska Permanent Fund Dividends for those eighteen years, even though they were no longer convicted of any crimes. This is the unjust situation that any Alaskan may find themselves in. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  It is simply unfair that those who are exonerated have both years of their lives and their PFDs taken from them. Lawmakers cannot return the wasted time, but they can return the PFDs. The State of Alaska has an obligation to its citizens to do the right thing, respect Alaskans' rights, and ensure that exonerated people get the PFDs that were kept from them.  The PFD belongs to the people of Alaska. When Alaskans are wrongfully deprived of their dividends, the State must be held accountable to the people. I urge you to stand for justice and support HB 127. |
| **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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