**ACEMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU of Colorado |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 3/12/2018 | **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) | | | |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [Jkrieger@aclu-co.org](mailto:Jkrieger@aclu-co.org)  Nwoodliff-stanley@aclu-co.org  [vmichel@aclu-co.org](mailto:vmichel@aclu-co.org) |

|  |
| --- |
| **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 |

|  |
| --- |
| **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.” |
| Existence is not a crime. |

|  |
| --- |
| **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. |
| Urge the House Local Government Committee to support the Right to Rest Act. |

|  |
| --- |
| **Side Box Content**  Remove side box  Include side box |
| Colorado cities continue to pass new laws and enforce old ones that essentially make it a crime to be homeless. Contact the House Local Government Committee and urge them to support the Right to Rest Act. |

|  |
| --- |
| **Hyperlinks for email message** |
|  |

|  |
| --- |
| **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,  The criminalization of existence for people who are homeless in Colorado has not gone away. If anything, it has gotten worse.  Communities in Colorado have passed more than 350 ordinances criminalizing nearly everything that a person who is homeless needs to do to survive, including asking for charity, seeking food, sitting, sleeping or resting pretty much anywhere, from a public bench to their own parked car.  **Tell the House Local Government Committee to end criminalization of homelessness by supporting the Right to Rest Act.**  These measures have nothing to do with public safety, they waste taxpayer dollars, and they fill our courts and jails with people who don’t deserve to be there. They do nothing to address the actual causes of homelessness - just criminalize it, hide it from sight, or drive it somewhere else.  On Wednesday (3/8), the House Local Government Committee will vote on the Right to Rest Act, a bill to ensure that all people, regardless of their economic circumstances or social status, have the right to exist in public places without fear of being ticketed, harassed, or arrested.  The solution to homelessness and poverty is not criminalization.  **Please contact the House Local Government Committee today and urge them to support the Right to Rest Act.**  Sincerely,  Nathan Woodliff-Stanley Nathan Woodliff-Stanley Executive Director [ACLU of Colorado](https://ms.clicks.actions.aclu.org:8443/t/eckaZcKVAqQAO4wKVAqaabaaaaaaBKS-436a?k=~@r&o=ZuhsUqU1_Qmb40me.yhq&b=Lt4&n=) |

**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.

|  |
| --- |
| **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. |

|  |  |
| --- | --- |
| **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** | Rep. Paul Rosenthal, Vice Chair, [paulrosenthal5280@gmail.com](mailto:paulrosenthal5280@gmail.com)  Rep. James Coleman, [james.coleman.house@state.co.us](mailto:james.coleman.house@state.co.us)  Rep. Tony Exum, Sr., [tony.exum.house@state.co.us](mailto:tony.exum.house@state.co.us)  Rep. Matt Gray, [matt@matthewgray.us](mailto:matt@matthewgray.us)  Rep. Larry Liston, [larry.liston.house@state.co.us](mailto:larry.liston.house@state.co.us)  Rep. Hugh Mckean, [hugh.mckean.house@state.co.us](mailto:hugh.mckean.house@state.co.us)  Rep. Clarice Navarro, [clarice.navarro.house@state.co.us](mailto:clarice.navarro.house@state.co.us)  Rep. Kim Ransom, [kim.ransom.house@state.co.us](mailto:kim.ransom.house@state.co.us)  Rep. Jonathan Singer, [jonathan.singer.house@state.co.us](mailto:jonathan.singer.house@state.co.us)  Rep. Dan Thurlow, [danthurlow55@gmail.com](mailto:danthurlow55@gmail.com)  Rep. Donald Valdez, [donald.valdez.house@state.co.us](mailto:donald.valdez.house@state.co.us)  Rep. James D. Wilson, [representativewilson@gmail.com](mailto:representativewilson@gmail.com) |

|  |  |
| --- | --- |
| **Alert Headline:** | Urge the Colorado Legislature to pass the Right to Rest Act! |

|  |  |  |  |
| --- | --- | --- | --- |
| **Publish:** | 3/12/2018 | **Expire:** | 3/21/2018 |

|  |
| --- |
| **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. |
| Across the state, new laws are being added and old ones enforced that essentially make existence a crime for people experiencing homelessness.  These measures have nothing to do with public safety, they waste taxpayer dollars, and they fill our courts and jails with people who don’t deserve to be there. They do nothing to address the actual causes of homelessness, just criminalize it, hide it from sight, or drive it somewhere else.  On Wednesday (3/14), the House Local Government Committee will vote on the Right to Rest Act, a bill to ensure that all people, regardless of their economic or social status, have the right to exist in public places without fear of being ticketed, harassed, or arrested.  **Urge the Committee to support the Right to Rest Act.** |

|  |
| --- |
| **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** |
| Colorado supports the right to rest |
| Existence is not a crime |
| End criminalization of homelessness in Colorado |
|  |
|  |
|  |
|  |

|  |  |  |
| --- | --- | --- |
| **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 |

|  |
| --- |
| **Email to targets**  It is possible to create unique messages based on the recipient chamber. |
| **Required beginning for email message (not editable by sender):**  I urge you to support the Right to Rest Act (HB 1067). |
| **Email message body (editable by sender):**  The criminalization of existence for people who are homeless in Colorado has not gone away. If anything, it has gotten worse.  Communities in Colorado have passed more than 350 ordinances criminalizing nearly everything that a person who is homeless needs to do to survive, including asking for charity, seeking food, sitting, sleeping or resting pretty much anywhere, from a public bench to their own parked car.  These measures have nothing to do with public safety, they waste taxpayer dollars, and they fill our courts and jails with people who don’t deserve to be there. They do nothing to address the actual causes of homelessness, just criminalize it, hide it from sight, or drive it somewhere else.  Criminalization of homelessness is a statewide problem that needs a statewide solution. |
| **Required ending for email message (not editable by sender):**  Existence is not a crime. Vote YES on the Right to Rest Act. |
| **Talking points for call (for Call Alerts ONLY):** |

|  |
| --- |
| **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 end criminalization of homelessness in Colorado. 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)** |
| Existence is not a crime. Urge #coleg to pass the Right to Rest Act. #HB1067 |