**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Delaware |

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| **Mailing Date:** | 6/6/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 2 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.** |
| mkeller@aclu-de.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.” |
| DDOE’s Proposal Will Harm Transgender Youth |

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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. |
| Delaware either stands up for these students or abandons them. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| “First day of pride month”: <https://www.aclu.org/blog/lgbt-rights/president-obama-proclaims-lgbt-pride-month>  “Revised Version…225”: <https://www.doe.k12.de.us/cms/lib/DE01922744/Centricity/Domain/366/proposed225.June2018withrevisionsfromNovember2017.pdf> |

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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. |
| Last Friday—[the first day of Pride Month](https://www.aclu.org/blog/lgbt-rights/president-obama-proclaims-lgbt-pride-month)—Governor Carney and the Delaware Department of Education made a [revised version of proposed regulation 225](https://www.doe.k12.de.us/cms/lib/DE01922744/Centricity/Domain/366/proposed225.June2018withrevisionsfromNovember2017.pdf) available to the public. The revisions include **requiring parental consent for transgender accommodations at school** and **removing model policies that would have given transgender students equal athletic opportunities**.  Please oppose this new version to help protect trans youth by ensuring that this regulation isn’t enacted in its current form.  Statement from Kathleen MacRae, Executive Director of the ACLU of Delaware:  “The Carney Administration announced a rule that will sacrifice the interests of some of Delaware’s most vulnerable young people in order to appease adults who do not believe in protecting the civil rights of people who are transgender. Under the revised, so called school anti-discrimination regulation (14 Del. Admin. C. 225), students who are transgender will not be treated consistent with their core identity or accommodated in any way unless the school requests permission from a parent or guardian.  Transgender students are already at risk of violence in schools and family rejection. This proposed regulation increases the odds that both of these negative impacts will harm more Delaware youth. Students should not be forced to choose between abuse at home or basic dignity at school—such as being called by appropriate gender pronouns or being able to use facilities that match who they are—simply because of widespread ignorance about and bigotry against transgender people.  The revised regulation also abandons its previous commitment to equal athletic opportunities for students regardless of gender and gender identity and deletes model policies that encouraged and protected reporting of discriminatory activity. It fails to explicitly prohibit policies that isolate transgender youth by forcing them into separate facilities, which is known to stigmatize students and encourage bullying. Limiting the ability of trans people to participate in school activities, including sports, also sends the message to them and their peers that they are unwelcome in the school environment, which contributes to negative mental health outcomes and other serious harms.  Regulation 225 is not yet final. The ACLU of Delaware encourages Delawareans to tell Governor Carney that he cannot run from this issue. He must either stand up for these vulnerable students or abandon them. It is his choice.” |

**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** | Tina Shockley  Department of Education  DOEregulations.comment@doe.k12.de.us |

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| **Alert Headline:** | Transgender Students Deserve Better Than This |

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| **Publish:** | 6/4/2018 | **Expire:** | 7/6/2018 |

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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. |
| The Carney Administration has announced a rule that will sacrifice the interests of some of Delaware’s most vulnerable young people in order to appease adults who do not believe in protecting the civil rights of people who are transgender. Under the revised, so called school anti-discrimination regulation (14 Del. Admin. C. 225), students who are transgender will not be treated consistent with their core identity or accommodated in any way unless the school requests permission from a parent or guardian.  Make your voice heard between now and July 6 by submitting a public comment to the Delaware Department of Education. To be considered as part of the public record, comments must either be submitted via email (use the action button below!) or via mail to the attention of Tina Shockley, Department of Education, 401 Federal St., Suite 2, Dover, Delaware 19901. Comments submitted to other email addresses will not be accepted. |

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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** |
| I will not let the Department of Education abandon transgender students. |
| Reg 225’s revisions fail to protect transgender students. |
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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):**  I am writing in opposition to the latest version of Regulation 225. |
| **Email message body (editable by sender):**  Requiring parental consent for transgender accommodations poses a serious threat to students who are already at increased risk for violence or rejection from family members. That’s why the rule that allowed a school’s discretion on disclosure to parents was so important – no student should have to choose between basic dignity at school and personal safety at home.  The new version of Reg. 225 also removes the policies and protections that would require schools to use gender-affirming names and pronouns and gender-appropriate restrooms and locker rooms. Those policies would have improved mental health and reduced bullying and stigmatization among transgender students, but now they’re gone.  Discrimination based on gender identity is a form of sex discrimination that violates federal and Delaware state law. Transgender students in Delaware are clearly protected against discrimination based on gender identity in public spaces. This applies to public schools as well. |
| **Required ending for email message (not editable by sender):**  I am a concerned Delawarean who is strongly opposed to the changes to Regulation 225. I believe that the protections provided to transgender students in the original version should be reinstated before the regulation is adopted.  It’s up to us to protect transgender youth. If Delaware won’t stand up for them, then it’s abandoning them. |
| **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 transgender youth in Delaware. 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)** |
| Trans youth shouldn't be forced to come out to a parent in order to be accommodated. They shouldn’t have to choose between basic dignity at school and personal safety at home. Submit your comment to DDOE to make your voice heard! #ProtectTransKids #PrideMonth #netDE |