**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU of the District of Columbia |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 2/5/2018 | **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.) |
| 20001, 20002, 20003, 20004, 20005, 20006, 20007, 20008, 20009, 20010, 20011, 20012, 20013, 20015, 20016, 20017, 20018, 20019, 20020, 20022, 20023, 20024, 20026, 20027, 20029, 20030, 20032, 20033, 20035, 20036, 20037, 20038, 20039, 20040, 20041, 20042, 20043, 20044, 20045, 20046, 20047, 20049, 20050, 20051, 20052, 20053, 20055, 20056, 20057, 20058, 20059, 20060, 20061, 20062, 20063, 20064, 20065, 20066, 20067, 20068, 20069, 20070, 20071, 20073, 20074, 20075, 20076, 20077, 20078, 20080, 20081, 20082, 20088, 20090, 20091, 20097, 20098, 20201, 20202, 20203, 20204, 20206, 20207, 20208, 20210, 20211, 20212, 20213, 20214, 20215, 20216, 20217, 20218, 20219, 20220, 20221, 20222, 20223, 20224, 20226, 20227, 20228, 20229, 20230, 20232, 20233, 20235, 20237, 20238, 20239, 20240, 20241, 20242, 20244, 20245, 20250, 20251, 20254, 20260, 20261, 20262, 20265, 20266, 20268, 20270, 20277, 20289, 20299, 20301, 20303, 20306, 20307, 20310, 20314, 20317, 20318, 20319, 20330, 20340, 20350, 20355, 20370, 20372, 20373, 20374, 20375, 20376, 20380, 20388, 20389, 20390, 20391, 20392, 20393, 20394, 20395, 20398, 20401, 20402, 20403, 20404, 20405, 20406, 20407, 20408, 20409, 20410, 20411, 20412, 20413, 20414, 20415, 20416, 20418, 20419, 20420, 20421, 20422, 20423, 20424, 20425, 20426, 20427, 20428, 20429, 20431, 20433, 20434, 20435, 20436, 20437, 20439, 20440, 20441, 20442, 20444, 20447, 20451, 20453, 20456, 20460, 20463, 20468, 20469, 20470, 20472, 20500, 20501, 20502, 20503, 20504, 20505, 20506, 20507, 20508, 20509, 20510, 20511, 20515, 20520, 20521, 20522, 20523, 20524, 20525, 20526, 20527, 20528, 20529, 20530, 20531, 20532, 20533, 20534, 20535, 20536, 20537, 20538, 20539, 20540, 20541, 20542, 20543, 20544, 20546, 20547, 20548, 20549, 20551, 20552, 20553, 20554, 20555, 20557, 20558, 20559, 20560, 20565, 20566, 20570, 20571, 20572, 20573, 20575, 20576, 20577, 20578, 20579, 20580, 20581, 20585, 20586, 20590, 20591, 20593, 20594, 20597, 20599, 56901, 56902, 56904, 56915, 56920, 56933, 56944, 56945, 56950, 56965, 56972 |

|  |
| --- |
| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [Sito@acludc.org](mailto:Sito@acludc.org); [ginny@agletstrategies.com](mailto:ginny@agletstrategies.com); nmoshiree@acludc.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.” |
| Jail for evading a metro fare?  Stop criminalizing poor people in D.C.  End the criminalization of being poor in D.C. |

|  |
| --- |
| **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 end the criminalization of poverty and reverse the tide of overincarceration in D.C. by making your voice heard this week! |

|  |
| --- |
| **Side Box Content**  Remove side box  Include side box |
|  |

|  |
| --- |
| **Hyperlinks for email message** |
| (Should link to Capwiz page) |

|  |
| --- |
| **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. |
| Hello [ACLU-DC Supporter/First Name] -  When you get a parking ticket, you don't fear getting arrested. You pay a fine. Why should those who rely on WMATA to get around the city have to live any differently?  You have a chance to help end the criminalization of poor people and reverse the tide of overincarceration in the District of Columbia by making your voices heard this week.  **Please contact your D.C. councilmembers today and tell them to support Bill 22-408, the Fare Evasion Decriminalization Act of 2017.**  When you use our online tool, your message is delivered directly to your councilmembers’ inboxes, so they hear from you right away. We need enough councilmembers to support this bill in order to move it to a vote this year.  Currently, fare-evading in the D.C. metro is categorized as a criminal offense. Those who are caught are subject to a fine up to $300, arrest, and up to 10 days in jail. The Fare Evasion Decriminalization Act of 2017 would reclassify these violations as civil offenses punishable by a fine of no more than $100, removing unnecessary and cruel criminal penalties.  We support this bill for three core reasons:  **1. Threatening residents with arrest, jail time, and a criminal record for failure to pay a $2 fare is excessively harsh and punitive.**  **2. Criminalization of fare evasion is significantly linked to criminalization of poverty.**  **3. Enforcement of fare evasion laws disproportionately impact communities of color.**  Making fare evasion a civil offense can reduce the number of negative confrontations between law enforcement and D.C. residents, and there are significant costs associated with enforcing a low-level offense like fare evasion. Making fare evasion a civil offense is an emerging best-practice in many cities across the country.  We applaud Councilmember Trayon White for leading the charge in introducing this important piece of legislation, and thank all of the councilmembers who are co-introducers and co-sponsors.  Today, February 5, is Transit Equity Day, a collaborative effort of local, state, and national organizations and unions to promote public transit as a civil right and a strategy to combat climate change. What better day to make our voices heard on this bill?  **Please take a moment right now to make sure your councilmembers know you stand in support of Bill 22-408, The Fare Evasion Decriminalization Act of 2017.**  Thank you for taking action today to help us get this bill through the committee and voted into law this year.  Nassim Moshiree  Policy Director, ACLU of the District of Columbia |

**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** | Phil Mendelson, Chairman, DC Council, [pmendelson@dccouncil.us](mailto:pmendelson@dccouncil.us)  Brianne Nadeau, Ward 1 Councilmember, [bnadeau@dccouncil.us](mailto:bnadeau@dccouncil.us)  Jack Evans, Ward 2 Councilmember, [jevans@dccouncil.us](mailto:jevans@dccouncil.us)  Mary Cheh, Ward 3 Councilmember, [mcheh@dccouncil.us](mailto:mcheh@dccouncil.us)  Brandon Todd, Ward 4 Councilmember, [btodd@dccouncil.us](mailto:btodd@dccouncil.us)  Kenyon McDuffie, Ward 5 Councilmember, [kmcduffie@dccouncil.us](mailto:kmcduffie@dccouncil.us)  Charles Allen, Ward 6 Councilmember, [callen@dccouncil.us](mailto:callen@dccouncil.us)  Vincent Gray, Ward 7 Councilmember, [vgray@dccouncil.us](mailto:vgray@dccouncil.us)  Trayon White, Sr., Ward 8 Councilmember, [twhite@dccouncil.us](mailto:twhite@dccouncil.us)  Robert C. White, Jr, At-large Councilmember, [rwhite@dccouncil.us](mailto:rwhite@dccouncil.us)  Anita Bonds, At-large Councilmember, [abonds@dccouncil.us](mailto:abonds@dccouncil.us)  David Grosso, At-large Councilmember, [dgrosso@dccouncil.us](mailto:dgrosso@dccouncil.us)  Elissa Silverman, At-large Councilmember, [esilverman@dccouncil.us](mailto:esilverman@dccouncil.us) |

|  |  |
| --- | --- |
| **Alert Headline:** | Support Bill 22-408, The Fare Evasion Decriminalization Act of 2017 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Publish:** | 2/5/2018 | **Expire:** |  |

|  |
| --- |
| **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. |
| We have a chance to help end the criminalization of poverty and reverse the tide of over-incarceration in the District of Columbia by making our voices heard to the DC council this week.  Please contact the DC Council today and tell them to support Bill 22-408, The Fare Evasion Decriminalization Act of 2017. |

|  |
| --- |
| **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** |
| Support Bill 22-408, The Fare Evasion Decriminalization Act of 2017 |
|  |
|  |
|  |
|  |
|  |
|  |

|  |  |  |
| --- | --- | --- |
| **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):**  As a D.C. resident, I am writing to urge you to support Bill 22-408, “The Fare Evasion Decriminalization Act of 2017."  This bill is about recognizing that no one should have to face arrest or jail time for not being able to afford a fare. The punishment is not proportionate to the offense. We also know that the criminalization of minor offenses like fare evasion is significantly linked to the criminalization of poverty, and that these types of laws disproportionately impact communities of color.. |
| **Email message body (editable by sender):**  Trapping low-income residents into cycles of poverty for minor offenses and adding to our over-incarceration epidemic is not sound policy for our city.  When you get a parking ticket, you don’t fear getting arrested. You pay a fine. Why should those who rely on WMATA to get around the city have to live differently? |
| **Required ending for email message (not editable by sender):**  Currently, evading paying a metro fare in D.C. is categorized as a criminal offense. Those who are caught are subject to a fine up to $300, arrest, and up to 10 days in jail. The Fare Evasion Decriminalization Act of 2017 would re-classify these violations as civil offenses punishable by a fine of no more than $100, removing unnecessary and cruel criminal penalties.  Please put your support behind Bill 22-408 and help us bring about smarter, more equitable, and humane policy for the District of Columbia. |
| **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 protect civil liberties in Washington, D.C. 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)** |
| Jail for evading a #WMATA fare? It’s time to end the criminalization of poor people in #DC. |