**EMAIL SET-UP**

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| **Affiliate Name** | Illinois |

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| **Mailing Date:** | 2/8/2018 | **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.** |
| [eyohnka@aclu-il.org](mailto:eyohnka@aclu-il.org) and kkoziel@aclu-il.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.” |
| Let people vote in Illinois |

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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. |
| Increasing access to voting in our state |

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| **Side Box Content**  Remove side box  Include side box |
| Urge your Representative to Support HB 4469!  Take Action |

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| **Hyperlinks for email message** |
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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 XXX:  Across the country, there have been countless measures passed to make it harder for people to vote. In Illinois we have resisted attempts at voter suppression, and have been able to expand the ability to vote in recent years.  Now we need to ensure that every eligible citizen in Illinois, especially those leaving jails and prisons. know about their right to vote.  This is why the ACLU of Illinois is working for passage of House Bill 4469 in the General Assembly.  The bill requires county jails and election authorities to collaborate in creating a process that ensures that pre-trial detainees in jail can cast their ballot during elections.  House Bill 4489 also assures that eligible citizens leaving Illinois prisons and jails receive a voter registration application and information about their voting rights being restored. There are approximately 4 million people in Illinois who have a past felony conviction, all of whom are eligible to vote in Illinois. Yet, many of these citizens are not aware of their right to vote.  The bill has support from various county jail officials, boards of elections, and advocacy groups. Together, we can expand access to the ballot in Illinois. Contact your state representative today and urge them to sign on as a sponsor of House Bill 4469.  Sincerely,  Khadine Bennett |

**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:** | Support House Bill 4469 |

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| **Publish:** | 2/7/2018 | **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. |
| Urge your state representative to sponsor and support House Bill 4469, a bill that helps ensure that everyone who is eligible in Illinois to cast a ballot will actually have access to the vote.  House Bill 4469 calls on jail facilities across the state to have a plan for people detained pre-trial (and thus still eligible) to have access to the ballot, to exercise a right they already have. The bill also calls for eligible individuals leaving prisons and jails throughout the state to receive a voter registration form and information about their voting rights.  The bill supports our basic values in Illinois – the notion that everyone who is eligible should have the right to participate in our democratic system. Urge your state representative to sponsor or support House Bill 4469. |

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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):**  Dear Representative XXXX:  As a constituent committed to expanding access to the ballot box in Illinois, I urge you to sign on as a sponsor to House Bill 4469. This measure helps ensure that everyone who is eligible in Illinois to cast a ballot will actually have access to the vote.  The bill achieves this goal by providing access to the ballot to approximately 20,000 people detained in jail pre-trial in Illinois each year, and information to the approximately 30,000 people who return from prison each year, all of whom are citizens are eligible to vote in Illinois upon release. Many of these citizens do not register to vote because they believe that their past criminal conviction disqualifies them. It would, as a start, call on jail facilities across the state to have a plan for persons detained pre-trial (and thus still eligible) to have access to the ballot, to exercise a right they already have. The bill also calls for eligible individuals leaving prisons and jails throughout the state to receive a voter registration form and information about their voting rights.  This bi-partisan concept supports our basic values in Illinois – the notion that everyone who is eligible should have the right to participate in our democratic system. I urge you to raise your voice and vote in support of House Bill 4469. |
| **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 Illinois. 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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