**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Iowa |

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| **Mailing Date:** | 4/4/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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| **Target Audience** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers** |
| [Veronica.fowler@aclu-ia.org](mailto:Veronica.fowler@aclu-ia.org); 515-451-1777 |

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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. |
| 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.” |
| TODAY: Stop Iowa’s harmful, unconstitutional “anti-sanctuary cities” bill |

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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 Iowa Minutemen are the only organization to support this bill, one of the worst anti-immigrant pieces of legislation in recent history. |

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

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| **Hyperlinks for email message** |
| <https://www.legis.iowa.gov/legislation/BillBook?ga=%24selectedGa.generalAssemblyID&ba=SF481>  <https://www.desmoinesregister.com/story/opinion/editorials/2017/12/19/iowa-legislature-police-sanctuary-city-immigration/965739001/> |

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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. |
| Today or tomorrow, the Iowa Senate will likely vote on one of the worst pieces of anti-immigrant bills in recent history: SF 481.  The so-called “anti-sanctuary city bill” would require local law enforcement to hold people after they are legally allowed to do so, in violation of the Fourth Amendment. And if local law enforcement doesn’t, they could lose <ital>all<ital> state funding.  As a Des Moines Register editorial, which also opposes the bill, explains, local law enforcement officials and dozens of organizations oppose the bill because it would wrongly saddle local law enforcement with becoming immigration cops. It would prevent the communities they strive to protect from trusting and working with them. Schools are also concerned because if they pledge to treat all students equally and keep them safe, their funding may be jeopardized.  <https://www.desmoinesregister.com/story/opinion/editorials/2017/12/19/iowa-legislature-police-sanctuary-city-immigration/965739001/>  Help keep Iowa a place where the constitution is honored, immigrants are treated fairly, and local governments and schools can do their jobs.  Today, please call Sen. Jack Whitver or email him at [jack.whitver@legis.iowa.gov](mailto:jack.whitver@legis.iowa.gov)  and ask him not to bring the bill up for debate on the senate floor. Then call your state senator at 515-281-3371 and urge them to vote against SF 481! |