**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Kansas |

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| **Mailing Date:** | 6/19/2018 | **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.** |
| [etseng@aclukansas.org](mailto:etseng@aclukansas.org); [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org); [mmccormick@aclukansas.org](mailto:mmccormick@aclukansas.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 (Crosscheck Social Media Graphic.jpg)  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.” |
| We’re suing Kris Kobach – again. |

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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. |
| Tell the Kansas legislature to protect you from identity theft and fraud and defund Crosscheck. |

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| **Side Box Content**  Remove side box  Include side box |
| Sign this petition now and demand that the Kansas legislature stand up for your constitutional rights to privacy and defund Crosscheck. |

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| **Hyperlinks for email message** |
| **Sign this petition to tell the Kansas legislature to stand up for your constitutional rights, protect you from identity theft and fraud, and defund Crosscheck.** – link to KS petition |

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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 friend,  We’re suing Kris Kobach – again.  Kansas Secretary of State Kris Kobach’s “Crosscheck” program has illegally exposed the sensitive personal data – including Social Security numbers and signatures -- of nearly 1,000 Kansas voters.  This week, we filed a lawsuit (our fifth against Sec. Kobach) in the U.S. District Court on behalf of four individual plaintiffs whose privacy was breached when Sec. Kobach’s office recklessly shared their personal information, including partial Social Security numbers, with Florida officials.  While we’re fighting in the court, you can take action, too. **Sign this petition to tell the Kansas legislature to stand up for your constitutional rights, protect you from identity theft and fraud, and defund Crosscheck.**  Crosscheck is a threat to privacy and places thousands at risk of identity theft. The suit, Moore v. Kobach, was brought because Sec. Kobach’s actions and operation of the Crosscheck program violated the plaintiffs’ 14th Amendment right to informational privacy. In addition, Sec. Kobach’s actions were egregious violations of the Kansas Public Records Act, which prohibits the disclosure of any document containing a Social Security number when that document also contains an individual’s personal information, and impacted Republican, Democratic, and Unaffiliated voters alike – leaving them vulnerable to identity theft.  **Sign this petition now and demand that the Kansas legislature stand up for your constitutional rights to privacy and defund Crosscheck.**  Thank you for taking action in the fight to defend our democracy and our constitutional rights.  Sincerely,  ACLU of Kansas |

**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:** | Tell Kansas legislature to DEFUND CROSSCHECK! |

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| **Publish:** | 6/19/2018 | **Expire:** | 5/31/2019 |

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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. |
| This week, we filed a lawsuit (our fifth against Sec. Kobach) in the U.S. District Court on behalf of four individual plaintiffs whose privacy was breached when Sec. Kobach’s office recklessly shared their personal information, including partial Social Security numbers, with Florida officials.  While we’re fighting in the court, you can take action, too. Tell your representatives in the Kansas legislature to stand up for your constitutional rights, protect you from identity theft and fraud, and defund Crosscheck. |

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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** |
| Crosscheck illegally exposes private information - Kansas should defund it. |
| While we’re fighting Kobach’s Crosscheck in court, you can take action, too. |
| We just sued Kobach – again. Be part of the fight for our democracy. |
| Defend your privacy – tell Kansas Legislature to defund Crosscheck. |
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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: |
| **Email message body (editable by sender):**  Crosscheck is an egregious violation of the 14th Amendment right to informational privacy and places thousands at risk of identity theft and fraud.  As a voter and a citizen, I am deeply concerned about the risks to my own and others’ privacy.  I ask that you stand up for these rights and **defund Crosscheck.** |
| **Required ending for email message (not editable by sender):**  Thank you. |
| **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 privacy rights in Kansas. This is an important issue and your lawmakers need to hear from you.  One more thing – can you spread the word?  Build our collective power and help gather more signatures and **more voices**. Take the next step and share this alert with your friends:  Share on Twitter | Share on Facebook  Thank you,  ACLU of Kansas  -----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)** |
| Crosscheck illegally exposes private information - #Kansas should defund it. Tell the legislature and make your voice heard. |