**EMAIL SET-UP**

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| **Affiliate Name** | Kansas |

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| **Mailing Date:** | 10/12/2017 | **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.** |
| [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org); [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@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  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 deserve more than Kobach’s failed policies |

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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 Legislature you want election reform |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| [www.aclukansas.org](http://www.aclukansas.org) |

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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 [first name],  Citizens in Kansas face more obstacles to voting than in nearly any other state in the country. As a result, our voter turnout rate is among the worst in the nation. **This needs to change.** Citizen participation is the cornerstone to a healthy democracy, which is why it’s crucial that we take proactive measures to expand opportunities for Kansans across the state to have a voice and a vote in our elections.  **Email the Legislature today to demand action to increase citizen participation.**  To do so, we must repeal Sec. Kobach’s disastrous election policies that have prevented tens of thousands of Kansans from fully engaging in our democracy. Unnecessary bureaucratic hurdles, endless red tape, and inconsistent policies diminish citizen participation and threaten the civic health of our state.  Another obstacle that keeps citizens out of the democratic process is arbitrary voter registration deadlines. By allowing eligible Kansans to register to vote all the way up to or on Election Day, we could greatly increase citizen participation in our elections. In the fifteen states that already allow Election Day registration—including Idaho, Montana and Wyoming—voter turnout rates are higher than ever.  In order to cultivate a healthy democracy, we must make sure everyone has a voice. Now is the time to enact reform to increase citizen participation in our elections and strengthen our democracy. **Email the Legislature today to demand action.**  Sincerely,  Micah Kubic  Executive Director |

**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** | Senator Elaine Bowers, [Elaine.Bowers@senate.ks.gov](mailto:Elaine.Bowers@senate.ks.gov), Senate Majority Whip and Chair of the Ethics, Elections and Local Government Committee |

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| **Alert Headline:** |  |

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| **Publish:** | 10/12/2017 | **Expire:** | 5/10/2018 |

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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. |
| Citizen participation is the cornerstone to a healthy democracy. That’s why it’s crucial that we expand opportunities for citizens from all over Kansas to participate in our elections. Tell the Kansas Legislature you want to repeal Sec. Kobach’s failed election policies and enact Election Day registration. |

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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** |
| Now’s the time for election reform |
| Let’s increase participation in our elections |
| Take a stand for citizen participation |
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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 Senator Bowers,  Kansas has more obstacles to voting than nearly any other state in the country. As a result, our election turnout rates are among the worst in the nation. That’s why it’s crucial that we expand opportunities for citizens from all over Kansas to participate in our elections.  To ensure that every Kansas citizen has a vote and a voice in our democracy, we must enact election reform to repeal Sec. Kobach’s failed election policies that have bogged the democratic process down with unnecessary bureaucratic hurdles and red tape.  We can also increase citizen participation in our state by allowing voters to register up to or on Election Day. Fifteen states, including Idaho, Montana, and Wyoming, already have Election Day registration, and their voter turnout has increased substantially as a result. |
| **Email message body (editable by sender):**  Sec. Kobach has spent the past six years enacting policies that make it as difficult as possible for Kansas citizens to register to vote and cast a ballot. Our democracy is stronger when everyone has a voice, which is why I am calling on you to take action. |
| **Required ending for email message (not editable by sender):**  Please support legislation to repeal Sec. Kobach’s failed policies and enact Election Day registration. It is time we increase citizen participation and strengthen our democracy. |
| **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 increase citizen participation in Kansas. 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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