**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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| **Request from** | ACLU of Louisiana |

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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**  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:** | Say NO to HB195 |

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| **Publish:** | 4/2/2018 | **Expire:** | 6/1/2018 |

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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. |
| House Bill 195 would unravel some of the important criminal justice reforms passed last year, and it’s scheduled for a vote **this Tuesday**.  We cannot let ourselves get outworked by opponents of reform. We have to keep up the fight to protect the criminal justice reform package and STOP HB 195! |

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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** |
| Vote NO on HB 195 |
| Protect the package and oppose HB195 |
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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):**  Louisiana State Representative: |
| **Email message body (editable by sender):**  I’m writing to urge you to protect the criminal justice reform package and vote “no” on HB 195.  HB 195 would start to unravel some of the important reforms passed last year and take our state backwards.  In order for Louisiana to stop being the prison capital of the world, we need to finish the package of reforms, not dismantle them.  Please protect the package of criminal justice reforms and vote NO on HB 195. |
| **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 criminal justice reform in Louisiana. This is an important issue and your lawmakers need to hear from you.  Take the next step and share this alert with your friends:  http://image.actions.aclu.org/lib/fe9315707063007477/m/1/twitter_icon.pngShare on Twitter | http://image.actions.aclu.org/lib/fe9315707063007477/m/1/facebook_small.gifShare 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” > |
| **Twitter share text (140 character limit):**  Join the fight to protect #cjreform in Louisiana and tell legislators to vote NO on HB 195. #ProtectthePackage |