**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Maine |

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| **Mailing Date:** | 3/28/2018 | **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.** |
| rhealy@aclumaine.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.” |
| Protect your online privacy now |

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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 Maine legislators to pass this crucial bill. |

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| **Side Box Content**  Remove side box  Include side box |
| Tell your legislators to vote YES on LD 1610. |

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| **Hyperlinks for email message** |
| Link to action |

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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. |
| The recent news about Facebook and Cambridge Analytica is a reminder of just how vulnerable our data can be. Now Maine legislators have a chance to put important online privacy protections in place.  Contact your legislators today [link to action] and tell them to vote YES on LD 1610 to protect our privacy.  LD 1610 prohibits internet service providers like Time Warner from selling customers’ personal information without their permission, and it requires ISPs to take reasonable measures to protect our personal information from unauthorized access. We shouldn’t have to choose between using the internet and keeping our personal information private.  Tell your legislators to put privacy protections before corporate profits and vote YES on LD 1610. [link to action]  Thank you for taking a stand for your rights.  Sincerely,  Alison Beyea |

**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:** | URGENT: Protect your online privacy |

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| **Publish:** | 3/27/2018 | **Expire:** | 4/30/2018 |

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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. |
| Last year, the U.S. Congress voted to dismantle online privacy protections. Now, the Maine legislature has an opportunity to step up and undo the damage. LD 1610 will require your permission before internet providers can sell your private information to the highest bidder.  The Maine legislature could vote on this bill any day. Contact your senator and representative today. Tell them to put privacy before profits and VOTE YES ON LD 1610.  Internet providers have access to some of our most personal information including browsing history, location history and contacts. We, the consumers, should have a say over whether our internet provider can make money by selling this information to other companies. Take action today. |

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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** |
| Online privacy protections are needed now |
| Yes on 1610 to protect online privacy |
| Put privacy before profits |
| Please vote to protect privacy |
| Restore online data privacy |
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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):**  Please vote yes on LD 1610 to restore data privacy on the Internet. |
| **Email message body (editable by sender):**  Last year, the U.S. Congress voted to dismantle online privacy protections. Now, you have an opportunity to undo the damage in Maine.  LD 1610 prohibits internet service providers like Time Warner from selling customers’ personal information without their permission, and it requires ISPs to take reasonable measures to protect our personal information from unauthorized access.  We shouldn’t have to choose between using the internet and keeping our personal information private. |
| **Required ending for email message (not editable by sender):**  Thank you for taking a stand for our privacy rights. |
| **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 restore online privacy in Maine. 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)** |
| #ME legislators have a chance to restore internet privacy. Tell them to vote YES on LD1610. #mepolitics https://www.aclumaine.org/en/take-action-protect-your-internet-privacy-now |