**EMAIL SET-UP**

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| **Affiliate Name** | ACLU Massachusetts |

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| **Mailing Date:** | 1/3/2018 | **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.** |
| [mwoluchem@aclum.org](mailto:mwoluchem@aclum.org)  action@aclum.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.” |
| All eyes on Beacon Hill |

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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. |
| We’re going to flood the State House with postcards in support of the ACLU’s Freedom Agenda! Enter your information below and we’ll send your legislators a postcard on your behalf. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| <https://aclum.org/wp-content/uploads/2017/02/Contraceptive-ACCESS-Act-fact-sheet.pdf>  <https://aclum.org/uncategorized/one-stop-closer-major-criminal-justice-reform-massachusetts/> |

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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. |
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**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:** | Thousands of postcards |

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| **Publish:** | 1/3/2018 | **Expire:** | 1/20/2018 |

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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. |
| We’re going to flood the State House with postcards in support of the ACLU’s Freedom Agenda! Enter your information below and we’ll send your legislators a postcard on your behalf.  [include two photos of postcards attached]  [Alert form should include the fields: Name, Address, City/Town, State, Zip Code, Email] |

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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** |
| One simple action to protect Massachusetts |
| All eyes are on Beacon Hill |
| Thousands of Postcards |
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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 [#####],  2017 was a record-setting year for the ACLU of Massachusetts! Thanks to your help, we mobilized for civil liberties in the Commonwealth like never before.  But, in these treacherous times, there’s still work to do. Let’s keep the momentum going!  [**We’re calling on Beacon Hill lawmakers to set a national example by passing the ACLU’s entire Freedom Agenda in 2018.**](acttion)  In 2017, we passed the [ACCESS Act](https://aclum.org/wp-content/uploads/2017/02/Contraceptive-ACCESS-Act-fact-sheet.pdf), a first-in-the-nation law to protect Massachusetts residents against Trump’s attacks on birth control, and we made significant strides toward fixing our broken justice system with legislation to [repeal mandatory minimums](https://aclum.org/uncategorized/one-stop-closer-major-criminal-justice-reform-massachusetts/) for certain drug offenses. But Massachusetts lawmakers have not yet taken action to defend immigrant community members from Trump’s deportation machine, or to safeguard internet users’ digital privacy and security. Lives are on the line, and we can’t wait!  Later this month, we will send our lawmakers thousands of postcards in support of the Freedom Agenda.  [**Won’t you add your name?**](file:///C:\Users\Vicky%20&%20Gavi\Downloads\action)  We need to make sure Beacon Hill gets the message loud and clear: the people of Massachusetts are counting on them to push back against the worst excesses of the Trump administration. [Now.](action)  In Solidarity,  ACLU of Massachusetts |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **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 civil liberties in Massachusetts. Your lawmakers need to hear from you as we fight for the Freedom Agenda in Massachusetts.  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)** |
| Your lawmakers need to hear from you as we fight for the Freedom Agenda in Massachusetts. |