**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Montana |

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| **Mailing Date:** | 11/13/2017 | **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.** |
| beallk@aclumontana.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.” |
| Let your voice be heard! CoreCivic’s offer only benefits their corporate bottom line, and not Montanans! |

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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. |
| Contact the governor and your local legislators today! |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| Twitter: <https://twitter.com/ACLUMT>  Facebook: <https://www.facebook.com/aclumontana> |

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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. |
| Today, the special session kicks off in Helena. Montana’s $227 million budget shortfall has brought your local legislators back to increase revenue. CoreCivic, owner of Montana’s only private prison, will make headlines as the corporation continues its attempt to exploit Montana’s budget crisis to increase its profit margins.  If the name “CoreCivic” is not familiar to you, its former name of Corrections Corporation of America (CCA) may set off alarms. Last year, CCA rebranded to in an attempt to distance itself from its long and disturbing record of violating the civil and human rights of inmates.  Two weeks ago, CoreCivic looked to snatch a longer-term commitment from the State of Montana when it offered the Bullock administration $30 million in exchange for a ten-year contract renewal. The governor’s office rejected the offer, saying: “Montana’s immediate challenge is how to prevent cuts that will hurt our communities and vulnerable populations. The governor is focused on how we find a balanced solution to this problem, not obligating the state to a multimillion-dollar, 10-year contract.”  CoreCivic’s bottom line depends upon the long-term warehousing of Montanans and the $30 million “inducement” offered to the Bullock administration is a means to that end. Starting today, some local legislators are looking to make CoreCivic’s offer a budget bargaining chip to coerce Governor Bullock to take the deal.  Let your voices be heard!  Call Governor Bullock today at (406) 444-3111 and tell him:   1. Thank you for standing up to corporate for-profit prisons, and 2. Thank you for focusing on the actual needs of Montanans, such as healthcare, public education, and reforming our corrections system.   Then, call (406) 444-4800 to contact your local legislators and tell them:   1. A $30 million kickback in exchange for a ten-year contract is not a solution for Montanans and only serves CoreCivic's corporate interests. Montana’s future must not become tied to a corporation who profits off of the mass incarceration of Montanans. 2. It is the governor and state lawmakers' responsibility to raise revenue and focus on the actual needs of Montanans, such as healthcare, public education, and reforming our corrections system.   Follow us on Twitter (@ACLUMT) and Facebook ([www.facebook.com/aclumontana/](https://www.facebook.com/aclumontana/)) for live updates and calls-to-action. |

**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** | Local legislators, Governor Bullock |

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| **Alert Headline:** |  |

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| **Publish:** | 11/13/2017 | **Expire:** | 11/17/2017 |

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| **lert 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. |
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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** |
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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):** |
| **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  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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