**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of New Jersey |

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| **Mailing Date:** | 12/11/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 1 day  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.** |
| [apeltzman@aclu-nj.org](mailto:apeltzman@aclu-nj.org), [kpotluri@aclu-nj.org](mailto:kpotluri@aclu-nj.org), [dhouenou@aclu-nj.org](mailto:dhouenou@aclu-nj.org), pallen-kyle@aclu-nj.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 need independent investigations when police kill |

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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. |
| Ask Assembly Speaker Prieto to schedule A1115 for a vote. |

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| **Side Box Content**  Remove side box  Include side box |
| The Senate has already voted YES on police accountability. Let’s encourage the Assembly to do the same.  [TAKE ACTION] |

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| **Hyperlinks for email message** |
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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 \_\_\_\_\_\_\_\_\_,  At least 12 people have been killed in police-involved shootings so far this year. And unless the New Jersey Attorney General decides to step in, local county prosecutors, who work closely with local police, will be the ones handling these cases. That’s why the Assembly needs to vote on legislation now to do exactly. Tell Assembly Speaker Vincent Prieto to schedule a vote.  Our current system creates fertile ground for conflicts. Local county prosecutors work day-in, day-out with local police, relying on mutual trust and cooperation to perform their jobs. A more independent body, like the Attorney General, should be the agency investigating such deaths, not local prosecutors.  Tell Assembly Speaker Prieto: we need a vote on A1115, a bill to require independent prosecutors to investigate killings by police instead of local law enforcement.  Independent prosecutors handling investigations of killings by police is fundamental to holding police accountable. Momentum has built nationally, and President Obama’s policing task force specifically recommended law enforcement take this step. The Senate voted yes already. We need the Assembly to vote yes, too.  Demand accountability: tell Assembly Speaker Prieto to put A1115 up for a vote as soon as possible.  Thank you for all that you do,  Dianna Houenou  ACLU-NJ Policy Counsel |

**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** | Vincent Prieto, Assembly Speaker, AsmPrieto@njleg.org |

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| **Alert Headline:** | Accountability for Police Violence Now |

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| **Publish:** | 12/11/2017 | **Expire:** | 1/8/2018 |

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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. |
| In New Jersey, if a police officer in kills anyone, local county prosecutors — who work in constant partnership with local police departments— are responsible for investigating. This situation creates the potential for serious conflicts of interest.  Demand real accountability: require independent prosecutors when police kill somebody. A1115 would:   * Require the Attorney General to investigate when someone dies in a police encounter or in custody * Move grand juries *out* of the county where a police killing happens   Take action below to tell Assembly Speaker Vincent Prieto to post A1115 for a vote – the session is ending soon. |

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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** |
| We need a vote on A1115 |
| Independent Prosecutors for Police Killings |
| Assembly Needs to Vote on A1115 |
| Post A1115 for a Vote - Fairness and Accountability in Police Killings |
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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 Speaker Prieto,  I write to urge you to schedule a vote on A1115, which would require independent prosecutors to take over investigations and resulting prosecutions when somebody dies during an encounter with law enforcement or while in custody. |
| **Email message body (editable by sender):**  A1115 is an important step in enhancing police accountability. It will reduce conflicts of interest – as well as the perception of conflicts of interest – when a death occurs at the hands of law enforcement. This bill will bolster the legitimacy of law enforcement, foster greater trust between police and communities, and help prevent excessive use of force among officers.  Right now, if the police kill someone, the local county prosecutors – who work in partnership day-in, day-out with local police departments – are responsible for investigating the incidents. Prosecutors regularly rely on local officers to serve as witnesses, requiring their cooperation, partnership, and relationships as colleagues in law enforcement. By nature, this creates a conflict.  While New Jersey’s system is better than those of many states, it’s not enough: the New Jersey Attorney General should investigate police killings, not local prosecutors.  The President’s Task Force on 21st Century Policing, a study of the most fair and effective strategies in law enforcement, has already called for this commonsense reform. It’s time for New Jersey to move forward on creating real accountability. It’s time for New Jersey to have independent investigations and prosecutions when someone is killed by law enforcement.  We need to put this important issue before the Assembly for their vote. |
| **Required ending for email message (not editable by sender):**  Please post A1115 now.  Sincerely,  [supporter] |
| **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 support independent prosecutors for police killings in New Jersey. If you haven’t seen our five-point blueprint for police accountability, which includes requiring independent investigations for police violence, check it out online.   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 (280 characters max)** |
| Demand independence & accountability when police kill in NJ. Tell @VincentPrieto to schedule an Assembly vote on A1115, a bill giving the AG responsibility over investigations and prosecutions when someone dies in an interaction w law enforcement. via @ACLUNJ |