**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Oregon |

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| **Mailing Date:** | 5/17/2018 | **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.) |
| Multnomah County, only.  97010, 97019, 97024, 97030, 97060, 97080, 97201, 97202, 97203, 97204, 97205, 97206, 97207, 97208, 97209, 97210, 97211, 97212, 97213, 97214, 97215, 97216, 97217, 97218, 97219, 97220, 97221, 97227, 97228, 97230, 97231, 97232, 97233, 97236, 97238, 97239, 97240, 97242, 97250, 97251, 97252, 97253, 97254, 97256, 97258, 97266, 97280, 97282, 97283, 97286, 97290, 97292, 97293, 97294, 97296 |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| dbrown@aclu-or.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.” |
| Multnomah County’s $35 million DA budget needs a lot of work to address racial disparities |

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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. |
| Take Action in Multnomah County! Point the DA Budget in the Right Direction |

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| **Side Box Content**  Remove side box  Include side box |
| **Take Action:** Ask Multnomah County Commissioners to Point the DA Budget in the Right Direction |

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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 (supporter/first name),  The Multnomah County Commission is about to finalize its budget which includes a $35 million district attorney office budget, but we have very serious concerns. We need your help.  **Take Action:** Ask Multnomah County Commissioners to Point the DA Budget in the Right Direction  Annually, well over 10,000 people directly interact with the DA’s office in ways that can fundamentally change their lives for the better or worse. The policies, practices, and priorities of the DA’s office can be the difference between whether or not young people are held accountable in a way that protects future life-possibilities, whether people of color are treated fairly, whether or not crime victims get access to critical services that help them rebuild their lives, or whether children keep contact and connection with their parents.  Budgets are a reflection of our values and vision for what kind of outcomes we want to see in our communities, but **the current DA budget has a pretty murky vision for how our communities will be impacted by their work. The district attorney should have performance measures that better reflect values like equity and inclusion, fairness, harm reduction, and outcomes proven to build safe and healthy communities.**  The budget largely measures the total number of criminal cases “reviewed, issued, and resolved.” **Prosecutors shouldn’t be evaluated on the number of cases they process, but on the quality of the outcomes. We need to set a higher bar.** For example, there is not a single performance measure focused on reducing racial disparity.  The criminal justice status quo isn’t working. Changing the budget changes the goals. And changing the goals changes the system. This is a powerful way we can begin to leverage change.  **Take Action: The County Commission is finishing their process of taking public input now and we need you to help them get the message.**  **Sincerely,**  **David Rogers Executive Director** |

**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** | County Chair Deborah Kafoury [mult.chair@multco.us](mailto:mult.chair@multco.us); Commissioner Sharon Meieran [district1@multco.us](mailto:district1@multco.us); Commissioner Loretta Smith [district2@multco.us](mailto:district2@multco.us); Commissioner Jessica Vega Pederson [district3@multco.us](mailto:district3@multco.us); Commissioner Lori Stegmann [district4@multco.us](mailto:district4@multco.us) |

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| **Alert Headline:** | Tell Multnomah County Commissioners We Need a District Attorney Budget that Reflects Our Values |

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| **Publish:** | 5/17/2018 | **Expire:** |  |

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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. |
| Multnomah County Residents:  On any given year, well over 10,000 people directly interact with the DA’s office in ways that can fundamentally change their lives for the better or worse. The policies, practices, and priorities of the DA’s office can be the difference between whether or not young people are held accountable in a way that protects future life possibilities, whether people of color are treated fairly, whether or not crime victims get access to critical services that help them rebuild their lives, or whether children keep contact and connection with their parents.  Budgets are a reflection of our values and vision for what kind of outcomes we want to see in our communities, but the Multnomah County DA Budget fails to tell us how the DA’s office is effectively contributing to building safe and healthy communities for **all** Multnomah County residents. For example, there is not a single performance measure focused on reducing racial disparity.  We [did an analysis of the county DA Budget](https://aclu-or.org/en/news/multnomah-county-da-budget) and found major gaps in how we evaluate the work and the roughly $35 million moving through that office.  A diverse set of advocacy organizations is coming together to ask the County Commissioners to advocate for change. Please join us in calling for change. The County Commission is finishing their process of taking public input soon and we need you to help them get the message.  The criminal justice status quo isn’t working, and this is one way we can begin to leverage change. The district attorney should have performance measures that better reflect values like equity and inclusion, fairness, harm reduction, and outcomes proven to build safe and healthy communities.  **Take Action:** Ask Multnomah County Commissioners to Point the DA Budget in the Right Direction |

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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** |
| I’m a Multnomah County voter and the DA budget is important to me |
| I care about racial disparity in Multnomah County |
| We need a better DA budget |
| The DA budget needs to address racial disparities |
| Please help fix the DA budget |

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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):**  I am writing today to ask you to support shifts in the district attorney budget. The district attorney should have performance measures that better reflect values like equity and inclusion, fairness, harm reduction, and outcomes proven to build safe and healthy communities.  On any given year, well over 10,000 people directly interact with the DA’s office in ways that can fundamentally change their lives for the better or worse. The policies, practices, and priorities of the DA’s office can be the difference between whether or not young people are held accountable in a way that protects future life possibilities, whether people of color are treated fairly, whether or not crime victims get access to critical services that help them rebuild their lives, or whether children keep contact and connection with their parents.  Budgets are a reflection of our values and vision for what kind of outcomes we want to see in our communities, but the current DA budget has a pretty murky vision for how our communities will be impacted by the roughly $35 million that is being proposed.  The budget largely measures the total number of criminal cases reviewed, issued, and resolved. Prosecutors shouldn’t be evaluated on the number of cases they process, but on the quality of the outcomes. We need to set a higher bar. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  I hope you commit to ensuring the district attorney’s office strengthening performance measures in a range of areas including:  ● Reducing Racial Disparities  ● Diverting Youth  ● Reducing Recidivism  ● Increasing Workforce Diversity  ● Supporting Crime Victims  ● Better Training Staff  ● Demonstrate the Cost Benefit Prosecution Practices  I know the county can do better. Please help point the district attorney’s office in a direction that better reflects what we want from our criminal justice system.  Sincerely, |
| **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 contacting your Multnomah County commissioners and fighting to advance civil liberties in Oregon.  A budget may not seem like the most riveting topic, but tracking the goals tied to district attorney funding is a major step to holding the most important criminal justice figure in the state accountable.  This is a vital issue and it’s crucial your elected officials hear from you.  Now make sure they hear from your friends, too! Take the next step and share this alert with people you know:  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)** |
| A $35 million DA budget with no direction to reduce racial disparity? Tell @multco commissioners to include performance measures for equity and inclusion, fairness, and harm reduction for our district attorney! |