**EMAIL SET-UP**

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| **Affiliate Name** | Vermont |

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| **Mailing Date:** | 12/7/2017 | **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.** |
| kconnizzo@acluvt.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.” |
| Tell Gov Scott to keep VT police out of Trump’s deportation force |

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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. |
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| **Side Box Content**  Remove side box  Include side box |
| Tell Governor Scott: Keep our local police out of Trump’s deportation force.  [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 [Name]:  After years of steady progress on immigrants' rights, Vermont is on the verge of making an historic mistake—succumbing to the empty threats of Donald Trump and Jeff Sessions —and we can’t let that happen.  Vermonters are currently protected by a policy that promotes unbiased policing statewide – Vermont’s Fair and Impartial Policing (FIP) policy forbids racial profiling and prevents local police from acting as immigration agents.  Over the past few months, however, Vermont officials have been chipping away at this critical policy. Now, to satisfy Trump and Sessions’ demands, Vermont’s law enforcement leaders have agreed to remove key FIP protections, needlessly jeopardizing the safety of Vermont communities.  For example, the revised FIP policy no longer includes protections that prevents Vermont police from referring witnesses or victims of crime to ICE for deportation. This is a huge threat to community safety, as individuals who are undocumented – or who have undocumented family members, friends, or neighbors – may not report crimes for fear that interacting with police will land them in ICE custody.  **Involving local cops in immigration undermines public safety. Tell Governor Scott to stand up to Trump: keep ICE and Border Patrol out of Vermont law enforcement.**  Another proposed policy change would allow police to refer anyone they suspect "recently" crossed the border to Border Patrol. This is a clear recipe for racial profiling and other civil rights violations and it should never happen.  These aren't just theoretical concerns—for example, last year ICE conspired with Vermont law enforcement to detain our client, Abdel Razaq Rababah, a 10-year Vermont resident after he lawfully applied for a driver’s license. The ACLU continues to receive and investigate similar reports around the state.   This is exactly what the FIP policy was designed to prevent. Now, more than ever, we need to be strengthening protections for Vermont’s immigrant communities, not rolling them back.  **Email Governor Scott today to keep Vermont’s communities safe by keeping Vermont law enforcement out of the deportation business.**  Unless we act, a weakened Fair and Impartial Policing policy will just turn Vermont’s law enforcement into another cog in Trump’s deportation machine. Help us send them a message: our police are supposed to serve and protect, not deport our family, friends, and neighbors.   Thank you.    Nico Amador Community Organizer ACLU of Vermont |

**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:** |  |

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| **Publish:** | 12/7/2017 | **Expire:** | 12/12/2017 |

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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. |
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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** |
| Protect the Fair and Impartial Policing Policy |
| Protect VT witnesses and victims of crime |
| Please continue to defend VT’s immigrants |
| Keep our police local |
| Racial profiling has no place in Vermont |
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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 Governor Scott,  I am writing to protest the Vermont Criminal Justice Training Council’s watered-down version of the Fair and Impartial Policing Policy. The new version of the policy endangers our communities. |
| **Email message body (editable by sender):**  To be worthy of the name, the Fair and Impartial Policing Policy must protect all Vermonters. I am particularly concerned by three aspects of the policy that have changed:   * The policy no longer protects witnesses and victims of crime from referral to federal immigration authorities. This change will make our communities less safe – no one should be afraid to call the police for help. * The policy no longer prohibits police from racially profiling as a pretext for a stop under suspicion of a ‘recent border crossing’. This establishes different treatment under the law for Vermonters who “look like” immigrants and exposes them to scrutiny and harassment from immigration authorities, with Vermont law enforcement acting as their deputies. * The policy doesn’t protect Vermont’s immigrants from having their sensitive personal information shared with ICE and Border Patrol |
| **Required ending for email message (not editable by sender):**  Please tell the Vermont Criminal Justice Training Council to adopt a policy that will keep all Vermonters safe and our law enforcement focused on serving and protecting Vermont – not ICE and Border Patrol.  Sincerely,  [Constituent Name] |
| **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 XX. 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)** |
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