**EMAIL SET-UP**

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| **Affiliate Name** | ACLU-VA |

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| **Mailing Date:** | 6/18/2018 | **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. |
| bfarrar@acluva.org  mmason@acluva.org  ptran@acluva.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  C:\Users\mmason\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Execution_chamber,_Florida.jpg |

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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 Governor Northam to End Secrecy Around Virginia’s Executions |

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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. |
| Virginia’s death penalty is clouded in layer after layer of secrecy. It’s time for that to end. |

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| **Side Box Content**  Remove side box  Include side box |
| Please tell Gov. Ralph Northam to direct the Virginia Department of Corrections to be completely transparent in executions before another person is killed under a secret process.  TAKE ACTION NOW! |

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| **Hyperlinks for email message** |
| <http://www.richmond.com/news/after-ricky-gray-execution-virginia-department-of-corrections-changes-execution/article_720dc1f0-5fd0-5148-9587-48638de382cb.html>  <https://acluva.org/sites/default/files/180618_ltr_to_gov_northam_re_execution_secrecy_final.pdf>  <http://www.americanbar.org/groups/committees/death_penalty_representation/resources/dp-policy/execution-transparency-2015.html> |

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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. |
| Friends –  More than a year ago, the Virginia Department of Corrections (DOC) literally drew a curtain over the death penalty. [Its protocol](http://www.richmond.com/news/after-ricky-gray-execution-virginia-department-of-corrections-changes-execution/article_720dc1f0-5fd0-5148-9587-48638de382cb.html) now prevents witnesses from seeing the inmate walk into the execution room or be prepped for injections. Virginia law also shields providers of execution drugs from scrutiny by prohibiting them from being identified to the public.    [We sent a letter this week to Gov. Ralph Northam](https://acluva.org/sites/default/files/180618_ltr_to_gov_northam_re_execution_secrecy_final.pdf) urging him to direct the DOC to change its practices, and now we need your help to show him and the DOC that Virginians want full transparency for every execution that may occur in the future.    Without full transparency, we can't ensure that people who are being executed are treated as humanely as possible. Witnesses for executions now can’t know if an inmate has been injured or mistreated in any way or even if it’s the right person, because when they pull the curtain back just before execution, witnesses see the person's feet, not their face. When a lethal injection is administered, we now can’t know exactly what chemicals are used and where they came from.    Virginians have a choice. We can speak up now to demand an open, accountable process for as long as we continue to have the death penalty in Virginia, or we can allow the next execution to happen in secrecy. [The American Bar Association in 2015 laid out its recommendations](http://www.americanbar.org/groups/committees/death_penalty_representation/resources/dp-policy/execution-transparency-2015.html) for a transparent process, and while the ACLU of Virginia is completely opposed to the death penalty, the government at the very least should conform to the ABA's recommendations.    **Please tell Gov. Northam you agree that secrets have no place in the most final, irreversible act a government can carry out**.  Sincerely,  Claire |

**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** | Alert info in petition form. |

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| **Alert Headline:** |  |

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| **Publish:** |  | **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. |
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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.** |
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| **Text for Twitter Share Link (140 characters max)** |
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