**EMAIL SET-UP**

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| **Affiliate Name** | VA |

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| **Mailing Date:** | 7/5/2018 | **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 Calendar.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.) |
| Caroline County: zip codes 22427,22428,22446,22501,22514,22535,22538,22546,22552,22580 |

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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [mmason@acluva.org](mailto:mmason@acluva.org)  [bfarrar@acluva.org](mailto:bfarrar@acluva.org)  [ptran@acluva.org](mailto: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 |

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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.” |
| Caroline County is wrong to let U.S. immigration use former jail for detention |

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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. |
| Not everyone celebrated Independence Day. Tell your elected county supervisors to rescind their vote on a DHS contract to detain immigrants in former Peumansend Creek Regional Jail. |

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| **Side Box Content**  Remove side box  Include side box |
| TAKE ACTION NOW!  Let your elected Caroline County supervisors know they were wrong to sneak through approval a contract allowing federal immigration agencies to detain immigrants at the former Peumansend Creek Regional Jail. |

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| **Hyperlinks for email message** |
| https://www.richmond.com/news/virginia/updated-people-accused-of-illegal-immigration-to-be-held-in/article\_655d87f4-51fe-558f-a2e9-13d6651e0611.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 –  The front lines of the federal government’s on-going inhumane and unconstitutional attack on undocumented immigrants have reached Caroline County, Va.  Your county government [announced on Tuesday](https://www.richmond.com/news/virginia/updated-people-accused-of-illegal-immigration-to-be-held-in/article_655d87f4-51fe-558f-a2e9-13d6651e0611.html) that it had entered into a contract with the U.S. Department of Homeland Security under which people being detained by immigration police will be held in the former Peumansend Creek Regional Jail.  The contract’s effective date is July 1, and it is unclear whether DHS is already using this facility or how many people already are being imprisoned there. Neither the contract term or the amount DHS will pay the county were included in the county’s statement.  According to minutes of county board meetings, the [contract was approved](https://acluva.org/en/press-releases/aclu-va-strongly-opposes-caroline-county-entering-agreement-detention-facility) following a series of closed-door discussions held over at least several months, making it clear that the board purposely kept the public in the dark until this contract was in effect. Residents of Caroline County had no opportunity to know what was happening or say whether they agree that this use of a facility you own as county taxpayers should be used to enable the zero tolerance anti-immigration policy of the Trump administration.  We urge you to contact your elected Board of Supervisors to hold each member accountable for this action taken in secret and without input or consent. If we stand together to demand that they rescind this contract immediately, we can show our lawmakers that Caroline County believes that families belong together.  TAKE ACTION NOW!  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** | Nancy Long, Chairperson - nlong@co.caroline.va.us  Clayton T. Forehand, Vice Chairman - cforehand@co.caroline.va.us  Jeffrey Black - jblack@co.caroline.va.us  Jeffery M. Sili - jsili@co.caroline.va.us  Floyd W. Thomas - fthomas@co.caroline.va.us  Reginald L. Underwood - rlunderwood@co.caroline.va.us |

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| **Alert Headline:** | Rescind DHS Contract to Hold Immigrant Detainees in Caroline County |

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| **Publish:** | 7/5/2018 | **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. |
| The Caroline County Board of Supervisors recently decided to enter into a contract agreement with the U.S. Department of Homeland Security (DHS) to use a former regional jail to hold immigrant detainees. We flatly object to this contract and urge you to hold your elected officials accountable. This action was taken in secret and without your consent – demand that the supervisors take immediate action to rescind the contract. |

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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** |
| Rescind DHS Contract for Immigrant Detainees |
| Don’t let DHS use our facilities for immigrant detainees |
| Immigrants shouldn’t be detained in Caroline County |
| Cancel DHS contract |
| Caroline County should welcome immigrants |
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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 Caroline County Board of Supervisors,  I strongly object to the contract you recently approved with the U.S. Department of Homeland Security to house immigrant detainees in the Peumansend Creek Regional Jail. Our local facilities should never be used for this purpose as it results in the separation of families and indefinite incarceration of migrants whose only crime is seeking a better life. |
| **Email message body (editable by sender):**  The Caroline County’s economic development justification for an action that enables the zero tolerance policy of the Trump administration is unacceptable. Our county should not be in the business of housing immigrants indefinitely. |
| **Required ending for email message (not editable by sender):**  This DHS contract was approved following a series of closed-door discussions that took place over several months. It is clear that the Board purposely kept Caroline County residents in the dark until this contract was in effect, and we have not been given the opportunity to weigh in on this decision.  Our community should welcome immigrants instead of encouraging the inhumane and unconstitutional attacks from the current administration by participating in its zero tolerance policy. I demand that you rescind the contract with DHS immediately.  Sincerely,  [First Name][Last Name]  [Your Address] |
| **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 the civil liberties of everyone who steps foot on American soil. 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)** |
| The Caroline County Board of Supervisors approved a contract to house immigrant detainees and keep families apart. Ask them to rescind the contract. |