**EMAIL SET-UP**

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

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| **Mailing Date:** | 1/31/2018 | **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.** |
| Bill Farrar – [bfarrar@acluva.org](mailto:bfarrar@acluva.org)  Phuong Tran – [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.” |
| Tell Your Delegate and Senator to End Policing for Profit! |

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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. |
| Currently in Virginia, law enforcement can seize your money or property if it believes it may have been used in the commission of a crime, even without a conviction. This needs to change. |

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| **Side Box Content**  Remove side box  Include side box |
| Take action now to end policing for profit! Support HB 900 and SB 341! |

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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. |
| There’s a dirty little secret that law enforcement agencies in Virginia are using to pad their budgets by taking what isn’t theirs.  It’s called civil asset forfeiture, also known as policing for profit.  Under Virginia law, police can pull you over, and, if they have probable cause, they can take your money or property, and then make you prove that what was seized didn’t come from a criminal enterprise. They don’t even need to charge you with a crime. It’s unbelievable, and so out of control that Virginia police and prosecutors collected $5.4 million from state forfeitures in 2017 and another $8 million plus from federal forfeitures.  Civil asset forfeiture is a by-product of the failed War on Drugs. It gives police and prosecutors a cash incentive to stop and search Virginians. If an agency is able to show they had “probable cause” for a search, they can “seize” cash and property they say are probably were related to a drug offense. Then, in a trial, it is up to the owner of the property to appear and prove that the property shouldn’t be subject to forfeiture.  If not, the law enforcement agency that seized the money or property may keep up to 90 percent of the assets forfeited. This gives law enforcement agencies a financial incentive to seize as much money and property as possible, even if the Commonwealth will be unable to prove beyond a reasonable doubt that a crime was committed.  The deck is so stacked in their favor that the Virginia State Police and local agencies are budgeting in advance based on what revenues they expect to get in the future from seized assets. Policing should be based on public safety, not revenue expectations built into a department’s budget.  Tell your delegate and Senator you support requiring a conviction before law enforcement can seize and keep anyone’s money or property.  Very truly yours,  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** |  |

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| **Alert Headline:** | Tell Your Representatives You Oppose Policing for Profit! |

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| **Publish:** | 1/31/2018 | **Expire:** | 3/28/2018 |

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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. |
| Let your state delegate and Senator know that the time to end the immoral practice of policing for profit is now! |

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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** |
| Civil asset forfeiture without a conviction must end |
| It’s time to stop incentivizing law enforcement to seize private property |
| Policing for profit is unfair, immoral and needs to stop in Virginia |
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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 state representatives –  I am writing you today to voice my strong opposition to the practice of civil asset forfeiture in Virginia.  Also known as policing for profit, this is the process of law enforcement seizing money and property belonging to private individuals if they think they *probably* were used in commission of a crime – even without a criminal conviction! |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Civil asset forfeiture is a by-product of the failed War on Drugs that gives law enforcement agencies the wrong incentive for law enforcement. If an agency is able to show that assets seized during an investigation probably were related to a drug offense, it is up to the owner to then prove that they weren’t.  I support the ACLU of Virginia’s position that a criminal conviction should be required before law enforcement and take someone’s money or property and convert it to its own use. That’s just wrong. |
| **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 end the immoral practice of policing for profit in Virginia. 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 time is now for Virginia to end policing for profit. Tell your elected officials you oppose civil asset forfeiture without a criminal conviction! |