**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Virginia |

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| **Mailing Date:** | 2/26/2018 | **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 Governor Northam the Felony Larceny “Deal” is a Bad One |

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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. |
| Gov. Ralph Northam seems to think he negotiated well with the House of Delegates leadership on a deal to raise the felony larceny threshold. We think otherwise. |

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| **Side Box Content**  Remove side box  Include side box |
| Take Action Now! Let the governor know an increase in the felony larceny threshold to $500 is not enough, especially when paired with a restitution bill that hurts people who can’t afford to pay. |

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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. |
| Friends –  Gov. Ralph Northam (D) and Delegate Rob Bell (R) and the Republican leadership of the House of Delegates made a deal to raise Virginia’s outdated felony larceny threshold, which is the lowest in the country and needlessly felonizes hundreds of people each year.  We agree that the $200 threshold, set in 1980, should be raised. We don’t agree that the deal the governor struck is either a good one or consistent with his campaign promise to raise the felony threshold to $1,000.  For starters, the increase to $500 included in the “compromise,” wouldn’t even keep up with the past 38 years of inflation or bring us to par with most of our neighboring states.  Add in the Republicans’ demand that any increase in the threshold be linked to unrelated legislation (that was vetoed last year) seeking to make payment of restitution to crime victims a term of criminal probation or grounds for re-imposing suspended sentences, and this “deal” goes from bad to worse. The restitution bills that are part of the threshold “deal” would turn probation officers whose job is public safety into bill collectors and give judges additional authority to put people in jail for nonpayment. Criminal courts simply shouldn’t be used to collect civil judgments for court costs or restitution, and people who can’t pay shouldn’t be subject to jail.  Join us in urging Governor Northam to keep his campaign promise and recommend to the legislature an amendment to House Bill 1550 and Senate Bill 105 that would raise the felony larceny threshold to $1,000 (the threshold in MD, NC, WVA and DC), and recommend amendments to the restitution bills, HB 484 and Senate Bill 994, that would remove the link between restitution and probation and limit the authority of judges to extend sentences for nonpayment.  Such amendments would not make the “deal” an example of progressive criminal justice reform, but, at least with those changes, we could then say truthfully that the “deal” is a small step in the right direction  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 Governor Northam the Felony Larceny “Deal” is a Bad One |

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| **Publish:** | 2/26/2018 | **Expire:** | 3/15/2018 |

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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. |
| Virginia’s felony larceny threshold is 38 years outdated and at just $200 is the lowest in the nation. It is one of the Commonwealth’s biggest criminal justice reform issues, as well as a racial justice and women’s rights issue. Gov. Ralph Northam thinks he’s doing Virginia a favor by settling for an increase to just $500 when he campaigned on a promise to raise it to $1,000, and he’s compromised to accept that amount by agreeing to sign a bill on repayment of restitution to victims that will jail people who can’t afford to pay (a version of which was vetoed by the governor last year). This is a bad deal. |

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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** |
| Gov. Northam: Keep your campaign promise regarding the felony larceny threshold |
| An increase in the felony larceny threshold to $500 is not enough! |
| Don’t compromise on felony larceny at the expense of people who can’t pay restitution |
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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):**  Governor Northam –  When you ran for governor last year, you did so with a commitment to support raising the felony larceny threshold in Virginia to at least $1,000.  Now, you have agreed to a compromise with the House of Delegates leadership that would only increase the current, 38-year-old threshold from $200 to $500, which wouldn’t even keep up with inflation. On top of that, to get that minimal increase, you agreed to support separate legislation that would keep people on probation and under threat of more jail time for up to 10 years if they can’t pay full restitution to crime victims without exploring in any meaningful way whether other civil collection efforts might be more effective..  The felony larceny threshold needs to be increased, and, of course, crime victims should be repaid what they lost. But the compromise you have agreed to does a poor job of addressing both of those issues, and in fact creates new ones. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  I join with the ACLU of Virginia in asking you to keep your campaign promise and get a better “deal” on the felony larceny threshold by recommending an amendment to the legislature on House Bill 1550 and Senate Bill 105 that would increase the felony larceny threshold to $1000, and recommend additional amendments to HB 484 and SB 994 that would eliminate criminal probation and extended criminal sentences as methods for collecting restitution for crime victims. |
| **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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