**EMAIL SET-UP**

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

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| **Mailing Date:** | 10/10/2018 | **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](mailto:bfarrar@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.” |
| We Need Your Help to Stop Solitary Confinement in Virginia! |

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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. |
| Solitary confinement is the inhumane, torturous practice of keeping someone in a small space without human contact, exercise, natural light or other stimulation for 22-24 hours a day, often for years. It has to stop. |

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| **Side Box Content**  Remove side box  Include side box |
| **TAKE ACTION NOW!**  Tell Gov. Ralph Northam to sign an executive order limiting the practice of solitary confinement in Virginia’s prisons today. |

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| **Hyperlinks for email message** |
| “Silent Injustice,” a comprehensive report on solitary confinement in Virginia’s prisons - <http://bit.ly/VASolitaryConfinement> |

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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 -  Today the ACLU of Virginia released [“Silent Injustice,” a comprehensive new report on solitary confinement in Virginia’s prisons](http://bit.ly/VASolitaryConfinement).  The report’s findings are shocking. Solitary confinement is far more prevalent than the state Department of Corrections has admitted, isolating hundreds of people in subhuman conditions for weeks, months and years, even when the international human rights standard for solitary is no more than 15 consecutive days. People are being deprived of human contact, natural light, exercise and other stimulation for 2.7 years on average, even for minor infractions, and once they are put in solitary confinement it is extremely difficult to get out. Worse, solitary confinement actually causes mental illness in otherwise healthy people, and exacerbates it for those already suffering.  It’s time to end this torturous, inhumane practice in Virginia. Please join us in asking Gov. Ralph Northam to sign an executive order that would ban solitary confinement for members of vulnerable groups – people who are juveniles, mentally ill, suffering from physical ailments, disabled, pregnant and LGBT – and to limit it to no more than 15 consecutive days when applied only in rare circumstances. Anyone placed in solitary confinement also must be informed of what steps are needed to get out, and they should receive mental health treatment prior to release from prison.  These are among the 14 recommendations in our report calling for reforms to the use of solitary confinement in Virginia’s prisons. We urge you to [read the report](http://bit.ly/VASolitaryConfinement) and **TAKE ACTION NOW**. An executive order isn’t a permanent fix, but it would put this dehumanizing practice on hold until we can enact a law fully banning it for good.  ACLU of Virginia |
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**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:** | Gov. Northam: Sign an Executive Order Banning Solitary Confinement |

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| **Publish:** | 10/10/2018 | **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 ACLU of Virginia’s May 2018 report, “[Silent Injustice](http://bit.ly/VASolitaryConfinement),” has found that the torturous, inhumane practice of solitary confinement is far more prevalent in our state prisons than the Department of Corrections has admitted. It’s time to end it. |

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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: End Solitary Confinement in Virginia Now |
| Solitary Confinement is Inhumane and Needs to End in Virginia |
| No One Deserves to be Subjected to the Dehumanizing Practice of Solitary Confinement |
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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 –  I write today to ask you to sign an executive order drastically restricting the on-going inhumane, torturous practice of solitary confinement in Virginia’s prisons.  The ACLU of Virginia’s [new report, “Silent Injustice,”](http://bit.ly/VASolitaryConfinement) has found that solitary confinement is a prevalent practice in our prisons. It means being isolated in a windowless room the size of a parking space for 22-24 hours a day, deprived of human contact, exercise, natural light and other stimulation. On average, those placed in solitary confinement in Virginia prisons stay there for 2.7 years even as the international human rights standard is no more than 15 consecutive days.  It will take a new law to fully ban solitary confinement in Virginia, but you can put a stop to its use in our state prisons today by signing an executive order. We must prohibit this practice - which causes and exacerbates mental illness – for anyone who is a member of a vulnerable group such as people who are juveniles, mentally ill, suffering from physical ailments, disabled, pregnant and LGBT, and limit it to no more than 15 consecutive days when applied in only the most extreme circumstances. |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):**  Governor Northam, please read the ACLU of Virginia’s report at <http://bit.ly/VASolitaryConfinement> and I am sure you will agree that this cruel, outdated practice has no place in our Commonwealth today. I am counting on you to stand up for the hundreds of forgotten Virginians who are being tortured in solitary confinement right now.  Thank you, |
| **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 Virginia. This is an important issue and the governor needs 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)** |
| Tell @governorva to sign an executive order today restricting solitary confinement in Virginia’s prisons. #stopsolitary  Read “Silent Injustice,” the ACLU of Virginia’s new report on solitary confinement, and tell @governorva to restrict its practice today. #stopsolitary |