**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Wyoming |

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| **Mailing Date:** | 2/21/2018 | **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.** |
| [ajorgensen@aclu.org](mailto:ajorgensen@aclu.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.” |
| The anti-free speech bill is advancing through the Wyoming legislature |

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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. |
| Tell your legislators to stand up for the First Amendment in our state. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| Senate File 74: <http://legisweb.state.wy.us/2018/Introduced/SF0074.pdf>  <https://www.facebook.com/acluwyo> |

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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. |
| Wyoming politicians are rapidly advancing the anti-free speech and protest bill, Senate File 74, and **we need your help to stop it**.  Senate File 74 makes it a crime to “impede” critical infrastructure, even if the person or organization never even goes near a physical infrastructure site. The bill even criminalizes organizations that encourage protesters. For example, it would target an indigenous organization that sends Water Protectors to a pipeline protest site similar to Standing Rock, even if those protesters never actually trespass or damage property.  **The Senate gave this unconstitutional bill the green light, and now it’s more critical than ever to tell your House representative to reject attempts to chill free speech and protest in Wyoming.**  Infrastructure that’s critical to Wyoming is already protected under existing laws. **Tell your representatives to stand up for the First Amendment and vote no on Senate File 74**.  PS. Senate File 74 will be heard in committee Thursday morning. At 10:00 AM that day we’ll be holding a public press conference to speak out against the bill (you can also tune in to [Facebook](https://www.facebook.com/acluwyo) to watch the livestream). Join us on Thursday at the Jonah Building to lobby the House for a no vote! |

**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:** | Protect the First Amendment in Wyoming – tell your representatives to reject Senate File 74 |

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| **Publish:** | 2/21/2018 | **Expire:** | 3/30/2018 |

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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. |
| Senate File 74 makes it a crime to “impede” critical infrastructure, even if the person or organization never even goes near a physical infrastructure site. The bill even criminalizes organizations that encourage protesters. For example, it would target an indigenous organization that sends Water Protectors to a pipeline protest site similar to Standing Rock, even if those protesters never actually trespass or damage property.  This bill is plainly an attempt to chill free speech and protesting in Wyoming in response to grassroots actions seeking to advocate for environmental causes and pipeline protests.  Infrastructure that’s critical to Wyoming is already protected under existing laws. Tell your senator to stand up for the First Amendment and vote no on Senate File 74. |

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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** |
| Senate File 74 Criminalizes First Amendment Activities in Wyoming. Tell your legislators to vote NO. |
| Protect the First Amendment in Wyoming. Tell your legislators to vote no on Senate File 74. |
| Tell your legislators to protect free speech and protest in Wyoming. |
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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):**  I am writing to you today to ask you to vote no on Senate File 74. |
| **Email message body (editable by sender):**  This bill would make it a crime to impede critical infrastructure, even if the person or organization never even goes near a physical infrastructure site. This bill targets individuals and organizations advocating for cleaner air and water, or grassroots groups organizing to shut down a polluting oil well.  This bill is unnecessary. The crimes it seeks to penalize are already illegal in Wyoming. Existing laws can be used to prosecute anyone who trespasses on or damages the types of infrastructure identified in the bill. Criminalizing individuals or organizations for exercising their free speech rights is unconstitutional and bad for Wyoming. |
| **Required ending for email message (not editable by sender):**  Please vote no on Senate File 74, and protect free speech in Wyoming. Thank you for your time.  Sincerely, |
| **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 Wyoming. 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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