

# WEEK OF ACTION

# DIGITAL VOICE IN ACTION

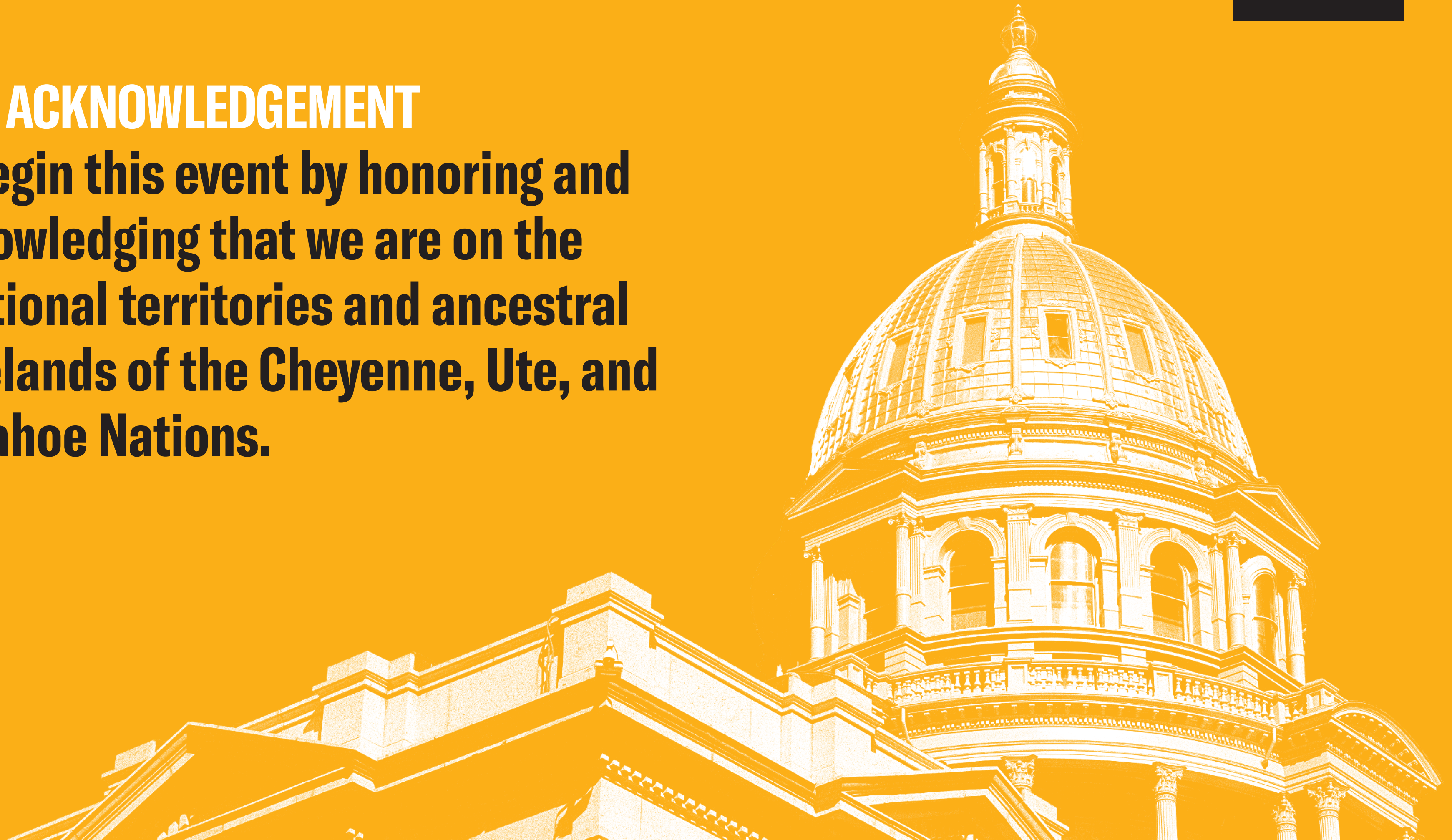
**ACLU**  
CO

April 19, 2022



## **LAND ACKNOWLEDGEMENT**

**We begin this event by honoring and acknowledging that we are on the traditional territories and ancestral homelands of the Cheyenne, Ute, and Arapahoe Nations.**



# AGENDA

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1. **LETTERS TO THE EDITOR**
2. **SOCIAL MEDIA**
3. **YOUR VOICE IN ACTION**
4. **Q&A**
5. **SURVEY and SPECIAL PERFORMANCE BY  
THE DENVER GAY MEN'S CHORUS**



# SPEAKERS

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## VANESSA MICHEL

ACLU of Colorado, Director of Communications

*she, her, ella*



## DEANNA HIRSCH

ACLU of Colorado, Donor Relations Officer

*she, her, hers*



## KYLE PICCOLA

Healthier Colorado, Senior Director of Communications

*he, him his*



# LETTERS TO THE EDITOR

**VANESSA MICHEL**

ACLU of Colorado, Director of Communications

*she, her, ella*



# THE BASICS

## WHAT IS A LETTER TO THE EDITOR?

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- Often written in response to a news story or issue covered by a publication
- Published in a newspaper, magazine, or blog
- Appears alongside other letters, editorials, and op-eds
- Edited and accepted by editorial staff at the publication
- Typically 200 - 300 words



# WHY SHOULD I WRITE A LETTER TO THE EDITOR?

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- Reach a large audience
- Appearing in a reputable publication adds credibility to your position
- Set the record straight or introduce a new point of view
- Provide a resource for other advocates
- Influence policymakers and thought leaders



# LETTERS TO THE EDITOR VS. OP-EDS

## LETTER TO THE EDITOR

### Typically

- 200 - 300 words
- In direct response to a piece in the publication
- Submitted to the publication within one or two days of the piece you are responding to
- Get to the point right away

## OP-ED

### Typically

- 500 - 750 words
- Focus on a larger theme that cannot fit into a letter
- Allow time to build a larger argument or story (multiple anecdotes, statistics, etc.)
- More back-and-forth and editing by the publication
- Require more “lead-time” to pitch before the piece runs (weeks for an op-ed vs. just days for a letter)



# WHAT MAKES A LETTER EFFECTIVE?

## DOs AND DONT's

### DO:

- Get to the point quickly
- Have a strong and clearly stated point of view
- Include a memorable personal connection or experience and/or
- Make an argument with supporting points (use statistics and data when possible)
- Connect your ask and point of view to your values
- Explain why the issue matters – and why it matters to you!
- Name names when it comes to lawmakers or public figures you want to influence
- Include a call to action for legislators or people in power



# WHAT MAKES A LETTER EFFECTIVE?

## DOs AND DONT's

### DON'T:

- Fill the piece with wonky policy details
- Use rude or abusive language targeted at the publication or opponents
- Worry about making the “comprehensive” or “definitive” case
- Send in a letter that extends beyond your target publication’s word limit



# HOW SHOULD I START MY LETTER?

**Start by referencing previous articles or coverage in the outlet where you're submitting the piece.**

## **Example**

*I was disappointed to see that The Post's May 18 editorial ("Title of Article,") omitted some of the key facts in the debate.*

## **Example**

*I strongly disagree with (author's name) narrow view on women's reproductive rights. ("Name of Editorial," date).*

## **Example**

*Lawmaker (Name) proposal to increase funding for mental health services ("Title of Article," date), has shined light on a critical need for our state that doesn't get the attention it deserves.*

## **Example**

*I am deeply saddened to read that Representative (Name) is working to roll back criminal justice reforms. ("Title of Article," date).*

# WHEN IS THE RIGHT OPPORTUNITY?

- It's best if the topic is already "in the news" or tied to a current event, legislative cycle, etc.
- Timeliness is key: submit within a day or two of the piece you are responding to
- Submit to publications where you have a local connection



# HOW DO I GET MY LETTER ACCEPTED?

- Start by targeting smaller outlets. Smaller circulation means it is more likely to be printed!
- Find accurate, updated contact information. Check the publication's website.
- Craft a respectful and short "pitch" paragraph accompanying the letter.
- Whenever possible, cite your local connection to the outlet.
- Send your full LTE in the body of your short pitch email so the recipient doesn't have to download or hunt for it



# HOW DO I GET MY LETTER ACCEPTED?

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- Offer to answer questions or work with the publication on edits
- Include your contact information for follow-up (email and phone number)
- Call if you haven't heard back within two days. If one outlet turns you down, try another.
- Persistence pays off



# SOCIAL MEDIA

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## DEANNA HIRSCH

ACLU of Colorado, Donor Relations Officer

*she, her, hers*



# SOCIAL MEDIA

## FIRST THINGS FIRST

Make sure you're following us on Facebook, Instagram and Twitter **@ACLUofColorado**.

This is a great way to stay up to date and share our breaking news and calls to action on your social networks.





# HOW TO HAVE IMPACT ON INSTAGRAM

An easy way to share our Instagram content with your followers is through stories. You can share our posts to your stories by clicking the third icon at the bottom left of the image, then "Add post to your story." From there, you will have options to customize with stickers or additional text calling on followers to join or act. From there you can share the post to your story or with close friends.

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# WHAT MAKES FACEBOOK EFFECTIVE?

- Facebook is a great place to engage parents, grandparents or anyone who might not be on Instagram or Twitter.
- You can share our Facebook posts simply by clicking the "Share" option at the bottom right corner of our posts. From there, you have options to add additional text, share to your FB story, send in messenger or with FB groups.
- You can also RSVP to our events on FB and invite your friends to join as well.



# HOW TO TWEET LIKE A PRO

Twitter is the place to be for calling on legislators and connecting with journalists. Both groups are active and engaged on Twitter and you should be too.

It's also where we sometimes live tweet during hearings, respond to breaking news, and share longer threads on complex issues.

To retweet our posts, click the square with the two arrows and simply Retweet or select "Quote Tweet." Be sure to tag legislators with their handles and add a call to action.



# ACTION ALERTS

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Engaging with Action Alerts is another great way to call on legislators to act and make an impact.

Each action alert comes ready to go with sample text about the issues at stake and the legislators it will be sent to.

All you have to do is enter your name, address, email and phone and click Send Message.

Once you send the Alert, you'll also be able to make a donation in any dollar amount to support the work of the ACLU. You can become an ACLU of Colorado member for as little as \$20 and make such a difference. Small donations all add up to allowing us to keep taking on the big, risky, righteous cases, even if the odds are high.



# YOUR VOICE IN ACTION

## **KYLE PICCOLA**

Healthier Colorado, Senior Director of Communications

*he, him, his*



# Strategic Social

Clean Slate Colorado - SB22-099  
Kyle Piccola - Healthier Colorado

# Healthier Colorado

We advocate on the broad spectrum of health to give every Coloradan the opportunity to live a healthy life.

Why Clean Slate?



**HEALTHIER  
COLORADO**

# Social Media - Strategic Success

- Plan your campaign
- Build awareness
- Post success along the way
- Strategic uses
- Have fun with it!





# It Takes a Village

Meet Leo and Rebekah



# Plan Your Campaign



What are you planning to do?

What are the steps in the process?

- Public hearings
- Voter registration deadlines
- Petition gathering

Create images and content ahead of time.

Pre-schedule or have someone designated to posting.

# Build Awareness

Let the community / decision makers know about your campaign.

Share relevant information and important messaging.

Post regularly enough - that is different for different campaigns.



**Healthier Colorado** @HealthierColo · Apr 4

This year, Colorado has the opportunity to create meaningful change for thousands of people living with a record through Clean Slate legislation. Learn more about the bill here: [cleanslateco.org](https://cleanslateco.org) 2/2

#coleg #copolitics #cleanslateco #secondchancemonth

**98%** OF PEOPLE TRYING TO SEAL THEIR RECORDS ARE BETWEEN THE **AGES OF 20 AND 60-**

WHEN MOST PEOPLE ARE STILL **ACTIVE MEMBERS OF COLORADO'S WORKFORCE**

\*\*DATA OBTAINED FROM A SURVEY TAKEN BY ATTENDEES AT A RECORD SEALING CLINIC IN AURORA, COLORADO, OCT 2021

Clean Slate Initiative and 2 others

# Elevate Success Along the Way

**Healthier Colorado** @HealthierColo · Feb 24

BILL UPDATE: SB22-099 PASSED COMMITTEE– Unanimously! 🎉

Thank you to the members of the Judiciary Committee for voting yes on Clean Slate: @PeteLeeColorado, @SenadoraJulie, Sen. Cooke, @SenBobGardner and @SenRobRodriguez.

#CleanSlateCO #coleg #copolitics @SenDennisHisey

**SB22-099**  
**AUTOMATING COLORADO'S RECORD SEALING PROCESS**

BILL SPONSORS: SENATORS HISEY AND RODRIGUEZ, REPRESENTATIVE TIPPER

BILL INTRODUCED IN THE SENATE ✓

**PASSED SENATE COMMITTEE**

PASSED THE SENATE

PASSED THE HOUSE

HEALTHIER COLORADO

Senator Robert Rodriguez and 2 others

2 29 36

Make sure people know this is a winning campaign.

Tag relevant people and use appropriate hashtags.

This is an opportunity to share relevant information ... ex. bipartisan support.

# Use Social Strategically

 **Healthier Colorado** @HealthierColo · Feb 23 ...

“Clean Slate is one of the best things I ever did in my nearly 20 years in the Legislature” – Says former Representative, @erickhutchings. “This was a no-brainer here in Utah, and it can be for Colorado, too.” @SenDennisHisey @SenRobRodriguez #CleanSlateCO

 gazette.com  
GUEST COLUMN: Passing Colorado's Clean Slate I...  
Out of all the bills I've sponsored, debated, and voted on, Utah's Clean Slate legislation rises to th...

1 7 10

 **Healthier Colorado** @HealthierColo · Feb 23 ...

Read more about the economic impact Clean Slate legislation had in Utah and how it can be beneficial for Colorado too: [bit.ly/3v8dqjL](https://bit.ly/3v8dqjL)  
@SenDennisHisey @SenRobRodriguez @erickhutchings #CleanSlateCO #coleg

 **Healthier Colorado** @HealthierColo · Feb 8 ...

What @ACUFforJustice said 🙌 Thank you @SenDennisHisey and @SenRobRodriguez for championing this bill to strengthen CO's workforce and help build resilient, healthy families. #coleg #copolitics #cleanslateco

 **ACUF for Justice** @ACUFforJustice · Feb 8

Big thank you to @SenDennisHisey for his leadership on #CleanSlate policies in #Colorado. Automating the expungement process is a safe way to get people back on their feet and into the workforce w/o having to go through the long & expensive court process.  
[coloradopolitics.com/legislature/co...](https://coloradopolitics.com/legislature/co...)

3

SB22-099 passed  
Senate Appropriations  
Unanimously, on the  
Consent Calendar, and  
passed second reading  
today!



# Have Fun With It!



**Healthier Colorado** @HealthierColo · 19h

Children do not belong behind bars or deserve a criminal record that will haunt them for a lifetime.

HB22-1131 is an opportunity for Colorado to do right by our kids and break the cycle of youth incarceration while providing evidence-based services to kids who need them. [#coleg](#)



Jennifer Bacon and 2 others



# Questions?

Kpiccola@healthiercolorado.org

**Instagram: @healthierco**

**Twitter: HealthierColo**

**FB: Healthier Colorado**



# Q&A

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Please add your questions in the Q&A box



# SURVEY

Fill out our Post Event Survey

Special performance by **The Denver Gay Men's Chorus**

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# THANK YOU to Our Week of Action Ambassadors

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Colorado Crime Survivors Network  
Cobalt Advocates  
Colorado Organization for Latina  
Opportunity and Reproductive Rights (COLOR)  
NAACP Colorado-Montana-Wyoming State Area Conference  
Pikes Peak Diversity Council  
Healthier Colorado  
Girls Inc. of Metro Denver  
Mirror Image Arts



# WEEK OF ACTION

# DIGITAL VOICE IN ACTION

**THANK YOU**

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April 19, 2022

