**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | Alabama |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| rseungbickley@aclualabama.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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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 election is over, but the fight continues |

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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. |
| Yesterday's results show that, together, we have work to do. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://aclualabama.org/about/get-involved |

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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 is one thing you want your recipient to notice, it is 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. |
| *(if Moore wins)*  Yesterday, Alabama voted and Roy Moore won. Whether you like this outcome or not, this election was a hard-fought battle that should serve as evidence that participating in our democracy is more important than ever. Regardless of whether you are a Republican, a Democrat, or an Independent, it is on all of us to continue to hold our elected officials accountable.  **This election is over, but the fight for freedom, justice, and equality continues. Join us.**  We will be in the statehouse when session starts on January 9, advocating for policies that will advance your civil liberties in Alabama, and opposing policies that will restrict it. We will be in the courthouses when we have to stand up to unconstitutional laws that infringe on your individual rights. And we will be in the streets to speak out on the matters that are important to us all.  [Join. Donate. Volunteer. Connect.](https://www.aclualabama.org/en/about/get-involved)  With your support, we will continue to work towards turning the promises of the Bill of Rights into a reality for every Alabamian.  Thank you.  *(if Jones wins)*  Yesterday, Alabama voted and Doug Jones won. This election was a hard-fought battle that should serve as evidence that participating in our democracy is more important than ever. Your voice matters, and with your help, we can make Alabama a more just and equitable place for everyone.  **This election is over, but the fight for freedom, justice, and equality continues. Join us.**  We will be in the statehouse when session starts on January 9, advocating for policies that will advance your civil liberties in Alabama, and opposing policies that will restrict it. We will be in the courthouses when we have to stand up to unconstitutional laws that infringe on your individual rights. And we will be in the streets to speak out on the matters that are important to us all.  [Join. Donate. Volunteer. Connect.](https://www.aclualabama.org/en/about/get-involved)  With your support, we will continue to work towards turning the promises of the Bill of Rights into a reality for every Alabamian.  Thank you. |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
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