**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Alaska |

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| **Mailing Date:** | **3/7/2018** | **Flexibility:** | **X** Can't be moved  ☐ Slightly moveable, up to 3 days  ☐ Moveable, 3 to 5 days |

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| **Target Audience** |
| X 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** |
| [rrakibullah@acluak.org](mailto:rrakibullah@acluak.org)  [creynolds@acluak.org](mailto:creynolds@acluak.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. |
| X 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.” |
| Upcoming ACLU Events |

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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. |
| Join us at our Women’s History Month events and Vote By Mail canvasses! |

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| **Side Box Content** |
| Remove side box X Include side box  **Vote By Mail Canvass =** <https://www.acluak.org/en/events/vote-mail-canvasses>  Anchorage’s Municipal Election is coming up on April 3 and for the first time ever, it will be conducted entirely by mail. We’re going door-to-door to help inform our neighbors about what they can expect when they go to vote this year. Join us at one (or both) of our canvasses on March 17 and March 31! |

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| **Hyperlinks for email message** |
| International Women’s Day – Film Screening and Discussion = <https://www.acluak.org/en/events/international-womens-day-film-screening-discussion>  Women’s History Month Lunch Panel = <https://www.acluak.org/en/events/womens-history-month-lunch-panel> |

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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. |
| Dear Supporter,  March is Women’s History Month, a time to highlight women and their achievements, contributions, and leadership. In honor of the month, we’re holding two events:  **International Women’s Day – Film Screening and Discussion**  Wednesday, March 7, 6pm  BP Energy Center: 900 E. Benson Blvd.  Anchorage, AK 99508  Join us for a screening of Audrie & Daisy, a powerful documentary about two teenagers who were assaulted and ostracized by their peers, followed by a discussion on putting an end to sexual assault and harassment in Alaska.  **Women’s History Month Lunch Panel**  Thursday, March 15, 12pm  The Boardroom: 601 W. 5th Ave., 2nd Floor  Anchorage, AK 99501  Alaska’s early history is filled with stories of women blazing a trail in the new state. For this lunch panel, historians Pamela Cravez and Barbara Hood will discuss Alaska’s first women lawyers, their lives, and the tribulations thy faced.  We hope to see you there!  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |