**EMAIL SET-UP**

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

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| **Mailing Date:** | **3/30/2018** | **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)  lherman@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.” |
| Protect civil liberties when you Pick.Click.Give! |

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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. |
| The deadline to file your PFD application and donate some or all of it to the ACLU is March 31! |

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| **Side Box Content** |
| **X** Remove side box Include side box |

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| **Hyperlinks for email message** |
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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,  Saturday, March 31st is the deadline to file for your Permanent Fund Dividend – meaning you only have one day left to apply! Please make sure you choose the ACLU of Alaska when you Pick.Click.Give. These direct donations not only protect our state and national constitutions, they also make sure we’re equipped to fight against civil rights abuses throughout Alaska.  Did you already file but forgot to Pick.Click.Give? Haven’t filed yet? 200,000 Alaskans have yet to do so – but there’s no time to wait! [Click here to start or edit your application](https://pfd.alaska.gov/).  Thank you for all the ways you financially support the ACLU. 98% of all our revenue comes from donations from people just like you – we frankly cannot do this work without your financial support.  When you Pick.Click.Give, you not only support the ACLU of Alaska, you also encourage charitable giving statewide. Thank you for standing up for our communities and defending the Constitution in these grave times.  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |