**EMAIL SET-UP**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 11/14/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

|  |
| --- |
| **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.) |
| Fairbanks only: 99701, 99706, 99707, 99708, 99709, 99710, 99711, 99712, 99775, 99790 |

|  |
| --- |
| **Testers and Reviewers** |
| [rrakibullah@acluak.org](mailto:rrakibullah@acluak.org)  [creynolds@acluak.org](mailto:creynolds@acluak.org) |

|  |
| --- |
| **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. |
| Images attached  Please use a stock image  No image |

|  |
| --- |
| **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.” |
| Join us at our Activist Training in Fairbanks Tomorrow! |

|  |
| --- |
| **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. |
| We’ll be discussing our current priorities and how you can help. |

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

|  |
| --- |
| **Hyperlinks for email message** |
| <https://www.acluak.org/en/events/activist-training> |

|  |
| --- |
| **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,  Are you ready to take action to protect civil liberties in Alaska? Join us at our civic engagement training and learn how to make an impact and promote equality and justice in Fairbanks. We'll go over our current work, discuss our legislative priorities, and share how you can help us achieve our goals.  **Fairbanks Activist Training**  Wednesday, November 15, 6:30pm  Venue  514 2nd Ave.  Fairbanks, AK 99701  We hope you’ll join the effort to protect every Alaskan’s constitutional rights. As always, thank you for your continued support!  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska     |  | | --- | |  | |