**EMAIL SET-UP**

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

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| **Mailing Date:** | 12/8/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |
| **Don’t forget to schedule on the** [CAN Calendar](https://www.acluloop.org/Departments/affiliateSupport/CAN/Pages/CAN%20Calendar.aspx) | | | |

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| **Target Audience** |
| Affiliate Full List  Segmented list (Please provide [zip codes](http://www.unitedstateszipcodes.org/), chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [creynolds@acluak.org](mailto:creynolds@acluak.org)  [rrakibullah@acluak.org](mailto:rrakibullah@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.  **Free image resources:**  <http://morguefile.com/> | <http://www.freeimages.com/> | <https://www.flickr.com/commons> |
| 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.” |
| Decoding Net Neutrality: Q-and-A Panel Discussion on Tuesday 12/12 |

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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 for a panel conversation on net neutrality—what is it, how are you affected, and what can you do to save it? |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| Event link: <https://www.acluak.org/en/events/decoding-net-neutrality-q-and-panel-discussion>  Facebook page: facebook.com/ACLUofAlaska  Call Congress: <https://www.aclu.org/issues/free-speech/dont-dismantle-net-neutrality?emsrc=Nat_Appeal_AutologinEnabled&emissue=freespeech&emtype=clicktocall&ms=eml_171114_freespeech_netneutrality&__af=query_string_encrypted> |

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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,  A free, open, and accessible internet is vital to our modern democracy. Net neutrality rules ensure that all internet traffic is treated equally and enables freedom of the press, expression, and speech in the digital age. Without net neutrality, internet providers can block, speed up, or slow down certain websites, allowing them to privilege some content over others based on profit or political viewpoint or restrict the kind of information Alaskans can access.  Despite the importance of net neutrality, the Federal Communications Commission will take a vote next week on a proposal that would eliminate net neutrality and change the way Americans access the internet. This is a critical civil liberties issue, but unless you’re an IT expert, it can be difficult to understand how high the stakes are. That’s why we’re hosting a panel discussion with professionals in the field to demystify the issue and discuss how we can keep the internet fair and free.  **Decoding Net Neutrality: Q-and-A Panel Discussion**  Tuesday, December 12, 6pm  Beluga Room, Loussac Library  3600 Denali St., Anchorage, AK 99503  The event will be livestreamed through Facebook Live, so make sure to follow our Facebook page!  Can’t make the event? You can still call Congress and tell them you oppose the FCC’s plans to eliminate net neutrality.  See you on Tuesday!  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |