**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU of Arkansas |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 4/6/2018 | **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.) |
|  |

|  |
| --- |
| **Testers and Reviewers** |
| [Rita@ACLuarkansas.org](mailto:Rita@ACLuarkansas.org); holly@acluarkansas.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 As We Celebrate Freedom Fighters in Arkansas |

|  |
| --- |
| **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. |

|  |
| --- |
| **Side Box Content** |
| ☐ Remove side box ☒ Include side box  **Rights of Spring  2018 Awards Celebration**  **May 1, 2018 5:30pm – 7:30pm**  Next Level Events  Union Train Station  1400 W Markham St.  Little Rock, AR 72201  United States |

|  |
| --- |
| **Hyperlinks for email message** |
| Link to registration page [Pending] |

|  |
| --- |
| **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. |
| Friend,    This month marks my 25th anniversary with the ACLU of Arkansas – and in all that time, your support for justice, equality and constitutional rights has never been more important than it is today.  Over the past year, you’ve supported our efforts to oppose dangerous policies and protect civil liberties.  Now it’s time to celebrate those who have been at the forefront of advancing justice and equality in Arkansas.  **Join us on Tuesday, May 1 for the Rights of Spring,  our annual celebration of freedom fighters and civil libertarians in Arkansas.**  This year we are thrilled to be honoring Dee Ann Newell, the Founder and Executive Director of Arkansas Voices for the Children Left Behind, who was instrumental in our successful effort to end the inhumane practice of shackling pregnant inmates during labor.  The lawsuit we won at the Eighth Circuit of Appeals affirmed the dignity of all women and mothers – and it was a direct result of Dee Ann’s tireless work and determination.  Please become a Sponsor, purchase a table of 10, or make an additional gift in honor of Dee Ann. The ACLU of Arkansas needs your support and Dee Ann deserves your applause.  **RSVP today for the Rights of Spring.**  Thanks for all you do to support civil liberties in Arkansas.  Rita Sklar  Executive Director ACLU of Arkansas |