**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU of Arkansas |

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| **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.) |
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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| [rita@acluarkansas.org](mailto:rita@acluarkansas.org)  [channing@gpsimpact.com](mailto:channing@gpsimpact.com) |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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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.” |
| March for Dreamers this Saturday in Little Rock |

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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. |
| Stand with Dreamers and march to the Arkansas State Capitol this Saturday, September 16. |

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| **Side Box Content (Action & Event format only)** |
| #StandwithDreamers March  Little Rock Central High School  2120 W Daisy L Gatson Bates Dr.  Little Rock, Arkansas 72202 |

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| **Hyperlinks for email message \*\*** |
| <https://go.peoplepower.org/event/action_attend/9557?akid=.502103.xgXExd> |

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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 is one thing you want your recipient to notice, it is 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. |
| Hi \_\_\_,  Last week, President Trump announced his cruel decision to end DACA and put 800,000 young people, including 5,000 Dreamers here in Arkansas, at risk of deportation.  Now it’s up to Congress, and all of us, to protect Dreamers by ensuring passage of the DREAM Act – and soon. The grassroots response to the President’s cruelty has been overwhelming, but we can’t let up now.  **Make your voice heard this Saturday by joining the Arkansas United Community Coalition for a march to the Arkansas State Capitol.**  This is our chance to show that Dreamers will not be silenced or pushed back into the shadows, and that the people of Arkansas will stand with them every step of the way to protect their rights and human dignity.  After the march, there will be a vigil at the Central High School National Historic Site to honor the nine students who courageously faced a segregationist mob sixty years ago this month.  Those ugly scenes – and the perception they create to this day – should motivate us to do everything we can to shed the weight of the past and build a brighter future where everyone is welcome, and everyone is free.  Together we can bury the image of Arkansas as a state of hatred and fear and send a message of hope, resolve and solidarity.  Join us!  Rita Sklar  Executive Director  ACLU of Arkansas |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
| #StandwithDreamers this Saturday in Little Rock with @AUCC\_Arkansas and the @ArkansasACLU #HeretoStay |