**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of Colorado |

|  |
| --- |
| **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.) |
| 80104, 80108, 80109, 80116, 80118, 80124, 80125, 80126, 80129, 80130, 80131, 80134, 80135, 80138, 80162 |

|  |
| --- |
| **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.** |
| [jkrieger@aclu-co.org](mailto:jkrieger@aclu-co.org) |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Civil liberties are on the ballot in Douglas County |

|  |
| --- |
| **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. |
| Protect public schools and make your voice count on Election Day. |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| The 2017 election will determine whether your tax dollars get funneled to private, religious schools in violation of our state constitution. Commit to vote! |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| ACLU CO commit to vote pledge (from 10/10 statewide email)  Link to voucher page – www.aclu-co.org/vouchers |

|  |
| --- |
| **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. |
| Douglas County has become a battleground in the fight to protect our core civil liberties.  Special interests are pouring piles of money into this year’s local election to revive a voucher scheme that was rejected by the Colorado Supreme Court, because it illegally funnels taxpayer money to private, religious schools.  Commit to vote in the 2017 election.  The Constitution prohibits using public dollars to communicate a religious message. Vouchers fund schools that require religious tests and oaths, and require students to take classes that only teach a single religious point of view. Voucher-funded schools can reject children with disabilities and discriminate against children who already struggle with being treated differently.  We don’t endorse candidates, but we encourage you to [learn more about vouchers](http://www.aclu-co.org/vouchers) and to make your voice count on Election Day.  Ballots start arriving this Monday, Oct. 16.  **Pledge to vote.** |

|  |
| --- |
| **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:** |
|  |