**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 Colorado |

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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.** |
| [JKrieger@aclu-co.org](mailto:JKrieger@aclu-co.org), [dmaynes@aclu-co.org](mailto:dmaynes@aclu-co.org), [nwoodliff-stanley@aclu-co.org](mailto:nwoodliff-stanley@aclu-co.org) |

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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.” |
| Help us turn out the vote |

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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. |
| Walk with ACLU this weekend |

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| **Side Box Content (Action & Event format only)** |
| Turn out the Vote with ACLU  Saturday, Oct. 21 10 am  Douglas County  (RSVP for meet-up location) |

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| **Hyperlinks for email message \*\*** |
| [www.aclu-co.org/vouchers](http://www.aclu-co.org/vouchers) |

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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. |
| Dear Supporter,    Coloradans turn out to vote at some of the highest rates in the country, with 72% of eligible voters participating in last year’s Presidential election. In off-year elections, however, that drops to only about 40% or more than a million votes less.  Local off-year elections have a huge impact on what happens in our schools and in our communities. They can be decided by just a few votes, and they are prone to influence by deceptive mailers and out-of-state special interests.    At the ACLU, we believe voting is a fundamental right that everyone should participate in every year. We want to make sure voters know how important their vote is, especially in Douglas County, where civil liberties are on the ballot.  Ballots will be arriving in mail boxes this week, so we will be out walking door-to-door in Douglas County this Saturday at 10am. We hope you will join us to spread the word about how important it is to vote.  We will train you on what to say, and send you to the homes of fellow ACLU members and likely supporters to remind them to vote and let them know where they can drop off their ballots.  Please join us this Saturday at 10am. Click here to RSVP.  Thank you, |

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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:** |
| Local elections matter. Turn out the vote with @acluofcolorado this Saturday. |