**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 Connecticut |

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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.** |
| Meghan Holden, [mholden@acluct.org](mailto:mholden@acluct.org) / 860-992-7645 \*\* Please FORWARD the test email to [mholden@acluct.org](mailto:mholden@acluct.org), as test emails don’t go through to acluct.org email addresses. |

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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.” |
| Protect Connecticut students’ rights. |

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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. |
| Kids’ rights are at risk because Connecticut doesn’t have a law to limit searches of students’ cellphones in school. Tell your legislators to pass H.B. 5170, a bill to protect students’ privacy. |

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| **Side Box Content (Action & Event format only)** |
| Protect students' privacy rights. Tell your legislators to pass H.B. 5170 now. [LINK] |

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| **Hyperlinks for email message \*\*** |
| <https://action.aclu.org/send-message/ct-student-privacy-hb5170?ms_aff=CT&initms_aff=CT&ms=180413_protect_student_privacy_&initms=180413_protect_student_privacy_&ms_chan=eml&initms_chan=eml> |

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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 [Name],   Students don’t check their rights at the schoolhouse door. But some Connecticut schools have policies that claim students have no expectation of privacy in school. These policies allow staff to take a student’s phone without reason, search the phone without looking for something specific, find a school policy violation, and suspend a child on the spot, refer the child for expulsion or, even call the police. This risks students’ rights and can fuel the school to prison pipeline, a pipeline that disproportionately hurts youth of color.  **Connecticut must act to protect students’ privacy rights. Tell your legislators to pass H.B. 5170 [LINK]**  H.B. 5170 would protect students’ rights by preventing school staff from taking or searching a student's personal cellphone unless they suspect there is evidence of a violation of school policy or risk of imminent personal injury. This would bring Connecticut in line with the U.S. Supreme Court's decision that before searching a student, school staff need a specific, articulable reason to believe the student has broken a law or school rule.  **Students’ rights can’t wait. Tell your state legislators to pass H.B. 5170 now. [LINK]**  There are only a few weeks left in Connecticut’s legislative session. If legislators don’t protect students’ rights this year, kids will be going back to school next year without their privacy rights explicitly protected by state law.  Thank you for standing with civil liberties,   Kaley Lentini Legislative Counsel |

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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:** |
| Stand up for students’ privacy rights in Connecticut. Tell your legislators to pass H.B. 5170 |