**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 Smith, [msmith@acluct.org](mailto:msmith@acluct.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.” |
| Say it loud, say it clear. Rally with the ACLU-CT on November 9. |

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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. |
| Join us in New Haven to rally for a clean DREAM Act and immigrants’ rights in Connecticut. |

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| **Side Box Content (Action & Event format only)** |
| **Rally for a Clean DREAM Act & the Protection of All Immigrants**  Thursday, November 9, 4:30 p.m. – 6:30 p.m.  New Haven Green (in front of the Summerfield United Methodist Church)  425 College Street  New Haven, CT 06511 |

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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/893611387487226> |

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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 [First Name],   Your Connecticut neighbors need your voice. Families throughout our state are feeling the pain of the Trump administration’s cruel deportation policies every day, and undocumented youth are left with uncertainty and fear as the clock winds down on the federal DACA program.  **Rally with us in New Haven on November 9 to show that Connecticut stands with immigrants. [LINK]**  On November 9, we’re joining CT Students for a Dream to show that immigration policies that tear families apart don’t reflect Connecticut’s values. We’re demanding that Congress pass a clean DREAM Act to permanently protect undocumented youth from deportation, and we’re sending a message that Connecticut stands with our family members, friends, and neighbors who are living in fear of deportation. November 9 marks:  - three months since Marco Reyes Alvarez, a Meriden resident and father of three, sought refuge in a New Haven church to avoid being separated from his family through deportation;  - two months since the Trump Administration ended the DACA program;  - one month since Sujitno Sajuti, an elderly West Hartford man who has been an activist with the ACLU of Connecticut and other organizations for years, fled to a Meriden church to seek refuge from deportation back to Indonesia, a country where he knows no one; and  **Enough is enough. On November 9, say it loud and say it clear: immigrants are welcome here. [LINK]**  In Solidarity,   Melvin Medina Outreach and Advocacy Director, ACLU of Connecticut |

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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:** |
| I stand with immigrant youth & families in CT. Join me to rally for a #CleanDreamAct on Nov. 9 in #NHV: |