**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU-DE |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 9/27/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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

|  |
| --- |
| **Testers and Reviewers** |
| dbever@aclu-de.org |

|  |
| --- |
| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| Images attached  Please use a stock image  No image |

|  |
| --- |
| **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.” |
| Celebrate Delaware’s Own Voices of Freedom! |

|  |
| --- |
| **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. |
| Get your tickets to the 32nd Annual Kandler Awards Dinner today! |

|  |
| --- |
| **Side Box Content** |
| Remove side box  Include side box  “Never Silent: Voices of Freedom”  The 2017 Kandler Dinner  Wednesday, October 18  Cocktails at 5:30 p.m.  Dinner at 6:30 p.m.  Chase Center on the Riverfront  RSVP Today box |

|  |
| --- |
| **Hyperlinks for email message** |
| ACLU National Legal Director David Cole: <https://www.aclu.org/bio/david-cole>  Follow this link for tickets and sponsorship opportunities.:  <https://action.aclu.org/secure/de_2017_Kandler_Dinner?ms=web_170616_aff_DE_KandlerDinner>  Dave Bever: [dbever@aclu-de.org](mailto:dbever@aclu-de.org) |

|  |
| --- |
| **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's one thing you want your recipient to pick up on, it's 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. |
| The 32nd Annual Kandler Memorial Awards Dinner, “Never Silent: Voices of Freedom,” is just three weeks away, and you’ve invited! Join us as we honor **Sarah, Sally and David McBride, activists for transgender rights, a**nd **Theopalis K. “Theo” Gregory, Sr.**, advocate for racial justice and disability rights. ACLU cooperating attorney **Marion Quirk** will also receive the Clarence Darrow Award for her work on behalf of incarcerated persons, and **ACLU National Legal Director David Cole** will provide remarks on the ACLU’s national agenda.  Don’t miss out! Follow this link for tickets and sponsorship opportunities. For more information, contact Dave Bever, Director of Development. |