**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 DC |

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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.** |
| [sito@acludc.org](mailto:kholley@acludc.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.” |
| How will D.C. Council candidates reform criminal justice? |

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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. |
| We’ll be asking for D.C. Council candidates’ answers about criminal justice reform in the District. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://www.eventbrite.com/e/dc-council-candidate-forum-on-criminal-justice-tickets-45946195307 |

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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. |
| Hi [First Name / ACLU-DC Supporter] -  Washington D.C.’s broken criminal justice system has reached a tipping point. It’s past time for District lawmakers to address the discrimination, violence, and racial disparities in our system which increase inequality and marginalize communities of color. This month, we plan to get answers.  We are hosting a forum on Wednesday, May 30 from 6 - 8 p.m. to ask candidates for D.C. Council Chair and At-Large seats how they will advance criminal justice reform if elected to serve our city.  [**RSVP here to join us as we ask the candidates what policies they will pursue to address criminal justice issues**.](https://www.eventbrite.com/e/dc-council-candidate-forum-on-criminal-justice-tickets-45946195307)  A look at the numbers and key facts demonstrates the staggering need for real and lasting policy solutions:   * 9 in 10 “use of force” incidents by police in D.C in the past five years have been against Black residents, even as Black residents make up less than half the city’s population. * Black girls in D.C. are arrested at a rate over 30 times that of their white peers. * Nearly 5,000 D.C. residents remain incarcerated in federal prisons as far away as California and Washington State. * D.C. police have failed to collect data on stop-and-frisk incidents required by law. * Simply evading a $2 metro fare in D.C. can get you arrested.   The problems are clear. Now, we need answers from candidates so that voters have the complete picture as they head to the polls for the June 19 primary. And we need a large presence at the forum to show the candidates that addressing the systemic problems in our justice system is a top priority.  **WHAT:** Candidate Forum on Criminal Justice Reform  **WHEN:** Wednesday, May 30 from 6 - 8 p.m.  **WHERE:** First Congregational United Church of Christ at 945 G St. NW, Washington, DC, 20001  \*ASL interpretation and child care will be available.  [**RSVP now and we'll save your seat until 5:45 p.m. on the day of the forum. Click here to learn more and reserve a spot.**](https://www.eventbrite.com/e/dc-council-candidate-forum-on-criminal-justice-tickets-45946195307)  We look forward to seeing you on May 30.  Monica Hopkins  Executive Director, ACLU of the District of Columbia  *The forum is hosted by ACLU of the District of Columbia and co-sponsored by: Amara Legal Center, Black Lives Matter D.C., Black Swan Academy, Black Youth Project 100, CARECEN, Council for Court Excellence, Fair Budget Coalition, HIPS, Law4BlackLives-DC, Many Languages One Voice, No Justice No Pride, ReThink Justice Coalition, Save Our System, Stop Police Terror Project,*  *Showing Up for Racial Justice-DC, Washington Lawyers Committee, Trans United Fund* |

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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:** |
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