**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:sito@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.” |
| Defending *everyone’s* First Amendment 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. |
| As an ACLU-DC supporter, I wanted to make sure you are among the first to hear the news. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclu.org/blog/speak-freely/first-amendment-literally-banned-dc>  https://www.acludc.org/en/events/aclu-dc-membership-meeting |

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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/Supporter],  Today, the ACLU-DC filed a lawsuit against the Washington Metropolitan Area Transit Authority challenging a policy that discriminates against advertising from individuals or organizations perceived to be controversial. We believe this violates the First Amendment.  Everyone we’re representing in this case has had an ad rejected by WMATA for not meeting its criteria. The ACLU’s ad, remarkably, consisted simply of the First Amendment itself. That’s right ― we need to go to court to remind Metro that the First Amendment prohibits the censoring of the First Amendment.  Our other clients in this lawsuit are People for the Ethical Treatment of Animals, DC-based women’s health clinic Carafem, and Milo Worldwide LLP, the publisher of conservative commentator Milo Yiannopolous’ new book.  Mr. Yiannopolous’s name may be familiar to you. He’s well-known for the controversial, inflammatory comments he’s made as a Breitbart contributor and former Twitter personality. We found the rejection of Mr. Yiannopoulos’s ad particularly troubling because it simply promoted the release of his new book, and WMATA’s objection to the ad appears to be based solely on complaints from the public, not any established policy. His ad was approved and posted, then taken down after a few days of complaints.  It doesn’t take a lot of imagination to recognize that the same rules under which Metro censors ads for the Yiannopoulos book could be just as easily used to censor other ads for “controversial” works, such as Margaret Atwood’s *The Handmaid’s Tale* or Paul Butler’s new book *Chokehold: Policing Black Men.* You don’t even have to imagine what would happen to an ad with information about medical abortions —WMATA refused it right away. That was an ad from our client Carafem.  The ACLU-DC strenuously disagrees with Mr. Yiannopolous on most topics, including women’s rights, LGBT rights, and racial justice, and we collaborate closely with groups that are working to advance these issues. However, one thing the ACLU and Mr. Yiannopolous can agree on is WMATA’s advertising guidelines, as written and enforced, are an affront to free speech. By representing Mr. Yiannopolous’ publisher in this suit, we hope to demonstrate our commitment to the First Amendment and to emphasize that even if we do not agree with what he says, we defend his right to say it.    First Amendment rights belong to all of us. Our client PETA’s ads promote a healthier lifestyle with veganism. Carafem wanted to advertise prescriptions for medication abortions: a safe, effective alternative to surgical abortions. Finally, the national ACLU simply wanted to display the text of the First Amendment in English, Spanish, and Arabic. WMATA rejected all of these ads — even the First Amendment — because they ran afoul of advertising guidelines we believe are unconstitutional.  You can learn more about the case and see more photos of the ads [in this blog post](https://www.aclu.org/blog/speak-freely/first-amendment-literally-banned-dc).  I know as an ACLU supporter, you are thoughtful and opinionated, and I welcome your comments. We will also take time at our [upcoming Membership Meeting on August 9](https://www.acludc.org/en/events/aclu-dc-membership-meeting) to discuss this case in person.  I look forward to a robust discussion!  Sincerely,  [signature gif]  Monica Hopkins-Maxwell Executive Director |

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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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