**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 Georgia |

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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.** |
| [arosato@acluga.org](mailto:arosato@acluga.org)  [channing@gpsimpact.com](mailto:channing@gpsimpact.com) |
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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.” |
| We stopped attacks on your voting 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. |
| Get involved in the grassroots movement to expand voting rights and protect our democracy. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| [**peoplepower.org**](http://peoplepower.org/)  <https://www.facebook.com/ACLUofGA/>  <https://twitter.com/ACLUofGA> |

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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 \_\_\_\_,  When President Trump announced his sham elections commission earlier this year, the ACLU of Georgia was already on high alert against threats to voting rights.  Communities of color in the South have long faced discriminatory voting restrictions, and Trump’s bald-faced lies about voter fraud have emboldened state and local officials to build new and ever-more devious barriers to the ballot box.  In response, the ACLU of Georgia sprang into action, proactively fighting voter suppression and winning victories for your voting rights across the state.  **Now we need your help to stop Georgia officials from playing politics with our democracy for good. Sign up at**[**peoplepower.org**](http://peoplepower.org/)**to find an event near you.**  We’ve had a busy summer protecting your sacred, constitutionally protected right to vote.   * In Irwin County, we sounded the alarm and pressured local officials to abandon plans to slash the number of polling locations in minority communities, and leave only two polling places in overwhelmingly white areas. **The ACLU of Georgia won this voting rights fight!** * When Chatham County unlawfully challenged the registration status of more than 300 voters and threatened to remove them from the rolls, we fought back and stopped this illegal voter purge in its tracks. **The ACLU of Georgia won this voting rights fight!** * In Fulton County, we filed suit and rallied our grassroots supporters to successfully reverse a set of precinct closures and changes in predominantly Black neighborhoods. **The ACLU of Georgia won this voting rights fight!** * And at the state level, in response to an ACLU of Georgia lawsuit, the Georgia’s Secretary of State announced that it would follow the law and no longer threaten the voting rights of registered voters who had moved within the same county. **The ACLU of Georgia won this voting rights fight!**   Elections can only be fair when eligible voters can register, vote, and have their votes counted accurately. That’s why the ACLU of Georgia continues to fight to protect and expand YOUR sacred, constitutionally protected right to vote. We are YOUR champions in the courts, in the capitol, and in our communities.  As we head into the fall, the ACLU of Georgia needs ***YOUR*** help to continue this victorious momentum and build support for sensible reforms that will strengthen our democracy.  Right now, politicians can rig legislative maps by drawing the district lines in their favor. This is called “gerrymandering,” and you can help stop it.  The ACLU of Georgia supports drawing election district lines fairly so that Georgia voters can choose their public officials rather than public officials choosing their voters.    **Starting this month, we’ll be hosting events around the state to promote fair elections and stop public officials from choosing the voters for their districts.**  **Sign up at**[**http://peoplepower.org/**](http://peoplepower.org/)**to find an event near you.**  Be sure to follow us on [Facebook](https://www.facebook.com/ACLUofGA/) and [Twitter](https://twitter.com/ACLUofGA) for the latest updates, and thank you again for all you do to protect civil liberties and defend the Constitution in Georgia.  Sincerely,  Andrea Young |

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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:** |
| Take action to protect our democracy. Join @ACLUofGA and @PeoplePower to stop gerrymandering in Georgia: peoplepower.org |