**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 [ayoung@acluga.org](mailto:ayoung@acluga.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.” |
| Join Us on the Georgia Fair Elections Tour |

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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. |
| ACLU of Georgia and Common Cause Team Up for Statewide Tour to Promote Fair Elections |

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| **Side Box Content (Action & Event format only)** |
| Join Us on the Georgia Fair Elections Tour  Henry 11/10  Valdosta 11/14  Albany 11/15  Savannah 11/16  See below for details on events. |

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| **Hyperlinks for email message \*\*** |
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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. |
| **FIGHT FOR FAIR ELECTIONS IN GEORGIA**  Join us as the American Civil Liberties Union of Georgia and Common Cause Georgia continue our statewide tour to promote fair elections through creating impartial legislative district lines.   “Voters should pick their leaders rather than politicians picking their voters, a practice that we have been fighting since the 1960’s” said Andrea Young, ACLU of Georgia executive director. “We will continue to fight to create district lines throughout the state that are fair to all voters.”  Join us for an evening of political engagement and empowerment!  The Georgia tour is our full-court press to raise awareness about what Georgians like you can do to create fair district lines and remove politicians’ influence in this process. When politicians draw district lines to benefit themselves rather than to benefit voters, that is called “gerrymandering”.   Our meetings will focus on the problems that these unfair district lines create for you, your family, and community. We will share solutions at both the state and local levels and tips for how you can protect democracy in your own community.  Together WE THE PEOPLE are building momentum for nonpartisan redistricting reforms to ensure fair maps and equal representation for all Georgians ahead of the next nationwide round of drawing legislative district maps in 2022.  Our events take place in Henry, Valdosta, Albany, and Savannah. See below for details or go to acluga.org/fairdistrictlines.  We hope to see you on this leg of the tour!   *If these places, dates, and times are inconvenient with your schedule, please be sure to look for us in the future.*  W:\Communications\Images\gtour-2017.png |

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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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