**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 Hawaii |

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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.** |
| [gcordero@alcuhawaii.org](mailto:gcordero@alcuhawaii.org)  [kgrant@acluhawaii.org](mailto:kgrant@acluhawaii.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 to talk gender equity in our schools Friday, 4/27. |

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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. |
| An upcoming free, community event, and a request for your ideas for our statewide tour. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Free tickets thru Eventbrite: <https://www.eventbrite.com/e/civil-cafe-demanding-gender-equality-tickets-45089474833?aff=efbeventtix> |

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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. |
| **1. “Civil Cafe  - Demanding Gender Equity."**Join us Friday, April 27th 4:30 p.m. to 6:00 p.m. Presented by Civil Beat ([www.civilbeat.org](http://www.civilbeat.org/)) in partnership with the American Civil Liberties Union of Hawaii ("ACLU") and the YWCA O’ahu. At Downtown Honolulu's Laniakea YWCA's Fuller Hall. Space is limited, please RSVP. Fuller Hall is ADA accessible.  Female athletes in many Hawaii public schools aren't getting the equality that federal law promises them under Title IX. A recent story by Honolulu Civil Beat exposed stark gender inequities when it comes to high school athletics programs and facilities. Join us for a community conversation highlighting this particular example, which prompted the ACLU of Hawaii to issue a demand letter to the state Department of Education requesting that female athletes in public schools have access to the same facilities as male athletes. Panelists include Khara Jabola-Carolus, Executive Director of Hawaii State Commission on the Status of Women, Suevon Lee, Reporter at Civil Beat, Mackenzie Ozoa, high school junior, and Joshua Wisch, Executive Director of ACLU of Hawaii.  **2. Help us plan our 2018 "Talk Story" tour, planned for July thru October 2018.** We're looking forward to a statewide series of community conversations, and want your input. If you would like us to bring an ACLU meeting to your community, please write to us at [office@acluhawai.org](mailto:office@acluhawai.org), or call Kit at (808) 522-5904. We appreciate suggestions for venues (free or low cost), specific areas to visit, topics you think are important to your local community, timing suggestions - any input you would like to give. We will plan events for Kaua‘i, O‘ahu, Maui, Moloka‘i, Lana‘i, and Hawai‘i Island. Thanks in advance for your kokua! |

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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:** |
| www.twitter.com/acluhawaii |