**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 \*\*** | Illinois |

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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.** |
| [eyohnka@aclu-il.org](mailto:eyohnka@aclu-il.org), [kkoziel@aclu-il.org](mailto:kkoziel@aclu-il.org), (please forward email – the tests get stuck in our spam filter) |

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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.” |
| Quality healthcare for Illinois prisons |

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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. |
| Working to assure adequate healthcare in Illinois prisons |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://www.aclu-il.org/en/news/repairing-health-care-system-prisoners-illinois |

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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 XXX:  2018 can be a year of important progress on civil liberties issues. Consider one example.  Policy makers and voters across the country increasingly recognize the need to curtail our nation’s over-reliance on incarceration. Each day, the failure of policies that result in locking up large numbers of people (mainly people of color) for extended sentences is more evident. We know that we can do better to address issues of crime, of substance abuse and other ills.  Illinois incarcerates way too many people each year. And, the State does a poor job caring for those it imprisons. A report issued near the end of 2017 that found Illinois lagged far behind almost every other state in devoting critical resources for health care in prisons. As one example, the study found that Illinois employs just 19 full-time health care workers for every 1,000 prisoners; the national average is more than twice that amount – 40.  The State’s poor support for health care has real consequences for prisoners. In one instance, an Illinois prisoner was diagnosed with diabetes and placed on insulin. After some time on regular insulin doses, the patient’s blood sugar levels stabilized, and the doctor employed by the State of Illinois withdrew the insulin prescription believing the patient had been cured.  Countless examples such as this and the lack of quality care across Illinois’ prison system led the ACLU of Illinois to join a class action lawsuit, *Lippert*. You can read more about the case here.  As we move toward a possible trial, we are hopeful that we can begin improving prison health care in Illinois. Not only is adequate care a constitutional requirement, it is good public policy since we want those who leave prison to return to their communities in good health. We can make this a reality through the work of the ACLU and our partners.  Keep looking for updates on *Lippert* throughout the year.  Sincerely,  Camille Bennett |

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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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