**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), |

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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.” |
| Together we can make the Dream Act real |

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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. |
| Remembering Dreamers this Thanksgiving |

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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/daca-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 XXXX:  This week, we celebrate a uniquely American holiday – Thanksgiving. It is a time for food, for family, for friends, for sports and for celebrating those who immigrated to the U.S. as well as those who welcomed the newcomers. This history is critical – both the courage of those who come to make a new life in America, but also those who reject xenophobia and hate to welcome persons from all parts of the globe as they seek to make a new life in the United States.  This Thanksgiving, we hope you will remember another group of brave newcomers who need our help right now – the young people whose bravery and advocacy won protections under the Deferred Action for Childhood Arrivals (DACA) program. Today, nearly 100,000 DACA recipients in Illinois are threatened by President Trump’s action to end the program.  As you and your family gather for Thanksgiving, you can help – in three easy steps:   * Take a minute to read the stories of DACA recipients from Illinois here. * Talk with your family about the importance of DACA and keeping our promise to the 100,000 DACA recipients in Illinois; and, * Commit to calling your member of Congress after Thanksgiving and demanding a DACA fix – a clean fix – by the end of the year.   The past year has been filled with many challenges. And we have challenges to face in the future. But, together, we can continue to advance our values with policies that make us all proud to be part of this nation. Thank you for being part of this effort.  Have a great Thanksgiving.  Sincerely,  Colleen Connell |

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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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