**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | Illinois |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **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), |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Our year of resistance |

|  |
| --- |
| **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. |
| How we advanced civil liberties in Illinois in 2017 |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| <https://www.aclu-il.org/en/publications/2017-year-resistance> |

|  |
| --- |
| **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 XX:  This past year has been a challenge. Despite the tsunami-like efforts by the Trump Administration to eviscerate basic constitutional rights, I am cheered by our collective ability to resist. With your help and support, the ACLU has filed 56 lawsuits against the Trump Administration, peppered the in-boxes of Congress with calls and emails, and shown our mettle in the halls of state and local government.  From Rockford to Carbondale and from the Springfield to Champaign, Illinois residents have resisted, persisted and made your voices heard. Our attendance at protests and marches, our emails, our phone calls and legislative visits, and our work with local advocacy groups has made a difference  With your collective efforts, we end the year with much to celebrate in Illinois. We advanced protections for immigrants and refugees; we protected and expanded women’s access to abortion care; we expanded protections for the LGBTQ community; we challenged discriminatory policing; and, we protected basic constitutional rights, including free speech and the right to protest.  For a quick summary of all you’ve helped accomplish, please read our year-in-review report, Year of Resistance.  As executive director of the ACLU of Illinois, I am proud of this work and these successes. That pride recognizes that none of this is possible without you, without your monetary and physical support, and without your commitment to building a state that respects fairness for everyone in Illinois.  Our fight is far from over. But we have learned lessons this year that will sustain us in future years. I am fond of saying that “there are more of us than there are of them.” That adage is more true today than ever. So, I thank each of you for helping this past year and look forward to what we can achieve in the future.  Yours in resistance,  Colleen K. Connell  Executive Director |

|  |
| --- |
| **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:** |
|  |