**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 \*\*** | ACLU of Indiana |

|  |
| --- |
| **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.** |
| atoruno@aclu-in.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.” |
| Family separation: The fight isn’t over yet |

|  |
| --- |
| **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. |
| The fight continues for immigrant families at the border. |

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

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| **RSVP Link:** [**https://go.peoplepower.org/event/action/14389?source=homepage&akid**](https://go.peoplepower.org/event/action/14389?source=homepage&akid)**=** |

|  |
| --- |
| **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. |
| Hi [ACLU Supporter] –    The stories seem too horrific to be true: Immigrant children, some less than a year old, snatched from their parent’s arms. But it’s all true. Our hearts break every time some new, terrible detail is revealed – **tent cities, chain-link cages, kids begging for their parents in tears.**    That’s why we’re joining forces with local organizers for the Indianapolis Families Belong Together Rally on June 30th at 10am. This country is angry about an unprecedented crisis at our southern border, and this week our outcry shamed him into pretending to end the crisis by signing an executive order.But we’re not fooled – **Trump is holding thousands of children hostage to get his wish list of anti-immigrant policies, like building a wall, ending protections for children, constructing massive family jails, and deporting as many people as possible.**    This fight isn’t over, [FIRSTNAME], and we need to do everything we can to make sure the Trump-Pence administration doesn’t get away with this.    **Indianapolis Families Belong Together Rally**  Saturday, June 30th at 10am  Indiana State House, 200 W. Washington St.  Indianapolis, IN 46204  **RSVP Link**  ***Can’t make it to Indianapolis? Look for actions near you at map.peoplepower.org.***    Recent days have shown the power of our voices when we come together and stand up for immigrant children and families. At our recent letter writing event, our community came together to write nearly 400 letters to their members of Congress to demand change. Let that be the fuel that drives us to continue this fight any way we can. Even if you can’t show up on June 30th, there’s still more you can do – whether it’s chipping in a few dollars to help, writing letters to detained children, or pressuring Congress to put the administration’s brutality in check.    **There’s a lot left to do, but make no mistake: We will win. We only need to keep it up.**    Forward together,  ACLU of Indiana |

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