**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 Indiana |

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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.** |
| atoruno@aclu-in.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.” |
| ACLU is @ALLIN4Democracy, Are You? |

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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. |
| We’re continuing our push for redistricting reform in Indiana, join us! |

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| **Side Box Content (Action & Event format only)** |
| Senate Elections Committee Meeting  When: January 22nd @ 9:30am  Where: Senate Chambers, Indiana Statehouse |

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| **Hyperlinks for email message \*\*** |
| RSVP here: <https://www.eventbrite.com/e/attend-a-committee-hearing-in-support-of-redistricting-reform-wear-purple-tickets-42095497767?utm_source=eb_email&utm_medium=email&utm_campaign=new_event_email&utm_term=viewmyevent_button>  Call or email your State Senator: <https://iga.in.gov/legislative/find-legislators/> |

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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 [ACLU Supporter],  As voting rights continue to come under attack across the country, we’re committed to keep fighting for our democracy. The ACLU of Indiana is a member of All IN for Democracy, a coalition working to pass independent redistricting reform.  As we kick off the 2018 legislative session, we are encouraged to see that redistricting reform is a priority for our lawmakers. We support SB 159, a bill that creates an independent redistricting commission and removes the power of redistricting from the hands of partisan politicians.  SB 159 has been assigned to the Senate Elections Committee. With only one meeting of the Committee left before bills switch houses, SB 159 MUST be on the agenda. .  Show your support for SB 159 at the final Senate Elections Committee meeting on January 22nd at 9:30 am at the Statehouse. RSVP here. Can’t make it? Call or email your State Senator to ask them to support independent, non-partisan redistricting reform and vote YES on SB 159.  We look forward to continue fighting for freedom with you! Look out for our full Indiana legislative update next week.  In unity,  Katie Blair  Director of Advocacy and Public Policy |

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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:** |
| I’ll be joining the @ACLUofIndiana & @ALLIN4Democracy to push for voting rights at the Statehouse on Jan. 22nd. Will you? |