**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.” |
| This is why we fight. |

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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. |
| Here are five things you may have missed from the 2018 legislative session. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| **links to webpage: (pending)**  **People Power:**  **Facebook: https://www.facebook.com/ACLU.Indiana/**  **Twitter: https://twitter.com/ACLUIndiana** |

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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. |
| Friends,  The Indiana legislative session ended at midnight on Wednesday – and I won’t sugarcoat it. Again and again, legislators put their own extreme agendas ahead of the basic rights and human dignity of Hoosiers.    Thanks to you, the ACLU of Indiana was in the Statehouse until the final gavel ­– fighting tooth-and-nail to stop harmful legislation and advance measures to protect the rights of all Hoosiers.  **Here are five things you may have missed from the 2018 legislative session. (links to webpage)**    With so many different bills and important issues on the line, following developments in the legislature can seem overwhelming.  But here’s the big takeaway: **your voices matter** and we need to **keep up the pressure** on lawmakers as they head back to their districts.  Just take what happened on LGBTQ rights. When the Indiana Senate passed a regressive bill that targeted LGBTQ students – **we fought back** and won, convincing legislators to remove the discriminatory language from the bill.  Stopping that bill was an important win, but we can’t let up.  Now the fight for justice and equality moves from the Statehouse to communities across Indiana – and you can help.    Sign up for **People Power**, the ACLU’s platform for grassroots action, and make sure to follow the ACLU of Indiana on **Facebook** and **Twitter** to get the latest on the fight for liberty in the Hoosier State.  Thanks for all you do. Now let’s keep up the fight!  Onward,  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:** |
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