**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.) |
| 46107,46183,46201,46202,46203,46204,46205,46206,46207,46208,46209,46211,46214,46216,46217,46218,46219,46220,46221,46222,46223,46224,46225,46226,46227,46228,46229,46230,46231,46234,46235,46236,46237,46239,46240,46241,46242,46244,46247,46249,46250,46251,46253,46254,46255,46256,46259,46260,46262,46266,46268,46274,46275,46277,46278,46282,46283,46285,46291,46295,46296,46298,46030,46031,46032,46033,46034,46037,46038,46060,46061,46062,46069,46074,46082,46280,46290, 46052,46071,46075,46077,46102,46147, 46040,46055,46117,46129,46140,46154,46163,46186,46110,46126,46130,46144,46161,46176,46182,47234, 46106,46124,46131,46142,46143,46162,46164,46181,46184,46111,46113,46125,46151,46157,46158,46160,46166, 46103,46112,46118,46122,46123,46149,46165,46167,46168,46180 |

|  |
| --- |
| **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](mailto: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.” |
| We’re talking Free Speech & Power |

|  |
| --- |
| **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. |
| Join us for our event in the Spirit and Place Festival, Speaking Truth to Power. |

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

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| Speaking Truth to Power : <http://www.spiritandplace.org/Festival.aspx?access=Details&Year=2017&EventScheduleID=61>  RSVP: <https://docs.google.com/forms/d/e/1FAIpQLSeu2E_XMBUFEJK988kISSJWhVJ7JB1fDJw02aS1Y6mUe44Dfg/viewform>  “Watch Lee Rowland’s explanation”: <https://www.youtube.com/watch?v=9KNVwlKEuJU> |

|  |
| --- |
| **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 \*Supporter Name\*,  We are two weeks away from, “Speaking Truth to Power,” the ACLU’s event about the power of words in the Spirit & Place Festival which is highlighting the theme of “Power” as it relates to race, imagination, and the intersection of so much more. Enjoy a lively evening filled with phenomenal panelists, thought provoking discussion, and beer compliments of Sun King Brewery.  [**Speaking Truth to Power**](https://ms.clicks.actions.aclu.org/t/gcH1AAfaaTNVmQB3ZuHGF5aabaaaaaaBM2EZVpaa?o=6_w~amp;i=Vyjwpsj~259vfXqp-ni.tml~amp;g=Gyw~amp;s=) Wednesday, November 8, 7 p.m.  Indianapolis Museum of Art  The Toby  4000 Michigan Rd  Indianapolis, IN 46208  [RSVP](https://ms.clicks.actions.aclu.org/t/gcH1AAfaaTNVmQB3ZuHGF5aabaaaaaaBM2EZVpaa?o=6_w~amp;i=Vyjwpsj~259vfXqp-ni.tml~amp;g=Gyx~amp;s=)  Our panel discussion will feature Lee Rowland, the senior staff attorney with the national ACLU’s Speech, Privacy, and Technology Project, Indianapolis author Tamara Winfrey Harris, and poet and activist Tatjana Rebelle. They will explore the idea of how “free speech” is essential in our democracy but often comes with hidden costs. We hope you all can join the critical conversation and engage in action for change. For a sneak preview, watch Lee Rowland’s explanation of the Free Speech rights of protestors, during the National ACLU’s launch of “People Power” this past spring.  Special thanks to our co-hosts and community partners which include the Jewish Community Relations Council, Muslim Alliance of Indiana, and Butler University Political Science Department. Walk-ins to the event are welcome, however RSVPs are requested by noon on Nov. 8 due to limited seating. The event is accessible by IndyGo 38, free and open to the public. We hope to see you there!  For any questions about the event please contact us at [info@aclu-in.org](mailto:info@aclu-in.org). |

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