**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Iowa |

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| **Mailing Date:** | 7/1/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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** |
| [Veronica.fowler@aclu-ia.org](mailto:Veronica.fowler@aclu-ia.org); 515-451-1777 |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| Images attached  Please use a stock image  No image |

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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.” |
| Major Iowa Supreme Court Win for Iowa Women |

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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. |
| The Iowa Supreme Court has handed down a powerful affirmation of a woman’s fundamental right to an abortion. |

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| **Side Box Content** |
| Remove side box  Include side box |

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| **Hyperlinks for email message** |
| <https://www.aclu-ia.org/en/news/iowa-supreme-court-strikes-down-72-hour-wait-abortion-law> |

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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's one thing you want your recipient to pick up on, it's 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. |
| In an era where our civil liberties are in danger nationally and locally, the Iowa Supreme Court’s powerful affirmation of a woman’s fundamental right to a safe and legal abortion seems a bright spot in the middle of a dark storm.   Friday the Court struck down the Iowa law that would have required an Iowa woman seeking an abortion to make a medically unnecessary second clinic visit and then waiting at least 72 hours before actually receiving those abortion services.  Our legal team proved that for many women, the medically unnecessary second visit and additional wait time would seriously hinder, burden, and in many cases completely block their ability to access abortion services.   The Court decision stated more powerfully than ever that a woman’s equality and freedom are intrinsically tied to her ability to make her own decisions about her body and whether to become a parent: “Autonomy and dominion over one’s body go to the very heart of what it means to be free. At stake in this case is the right to shape, for oneself, without unwarranted governmental intrusion, one’s own identity, destiny, and place in the world. Nothing could be more fundamental to the notion of liberty.”  It also clearly stated that personal and medical life decisions should be left to a woman--not the government: “Whether a woman is personally prepared and capable of assuming life-altering obligations and expectations is a decision about which the government has scarce insight.”   **More details here.**  It’s moments like these that the ACLU of Iowa is tremendously proud to stand with our client and partner organization, Planned Parenthood. They energize us and help us renew our commitment to fight every step of the way these recent attacks on women and on reproductive rights in Iowa.   Thank you for standing right there with us.  Mark Stringer  ACLU of Iowa Executive Director |