**EMAIL SET-UP**

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

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| **Mailing Date:** | 7/25/2018 | **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) |

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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.” |
| Trump in Dubuque: A Good Reason to Take Action |

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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. |
| Trump’s visit is a timely reminder that it’s critical to get involved and make your voice heard. |

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

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| **Hyperlinks for email message** |
| <https://www.aclu.org/voter/>  <https://peoplepower.org/>  <https://go.peoplepower.org/signup/ACLUVoterCall/> |

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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. |
| President Trump is visiting Dubuque today, a trip designed to strengthen ties with Iowa leaders and to energize his base for the November mid-term elections.  Trump’s presence in our state is a reminder of how difficult the last year and a half have been. **Our rights and liberties have been under attack at every turn** – from chipping away at voting rights, to coming after reproductive rights, to the shameful treatment of immigrants.  So let’s turn this Trump Iowa trip into a call for action. Specifically, **let’s get more Iowans than ever to vote.**  To this end, the ACLU nationally has created [ACLU Voter](https://www.aclu.org/voter/), a nationwide effort to mobilize potential voters. It’s an outgrowth of [ACLU People Power](https://peoplepower.org/), the grassroots organizing effort created in the wake of the Trump election.  After all, as we have often said, Trump is a one-man constitutional crisis. This November, let’s make sure Iowa sends a strong message that we won’t tolerate politicians who trample on fundamental rights of free speech, a free press, open government, separation of church and state, abortion rights, voting rights, racial equality, immigrants’ rights, privacy, and LGBT rights.  Find out more this Wednesday at 7:00 p.m. Central Time. ACLU Voter is holding an educational phone call about what it’s doing and more importantly, about what YOU can do.  Thanks for staying in this fight with us,  Mark Stringer  ACLU of Iowa Executive Director |