**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 Iowa |

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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.** |
| [veronica.fowler@aclu-ia.org](mailto:veronica.fowler@aclu-ia.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.” |
| Victory: No More Routine Shackling of Kids in Iowa Courtrooms |

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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. |
| Being a kid in court is hard enough. Iowa juveniles shouldn’t also be chained “like animals.” |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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. |
| Thousands of Iowa children will no longer routinely be shackled when appearing in juvenile state court, the result of a rule change by the Iowa Supreme Court. We are proud that this rule changes was prompted by a coalition consisting of the ACLU of Iowa, Drake University’s Middleton Center for Children's Rights, the Iowa-Nebraska and the Des Moines branch of the NAACP, the Youth Law Center, LULAC of Iowa, Disability Rights Iowa, the National Juvenile Defender Center, the American Orthopsychiatric Association, and the National Center for Mental Health and Juvenile Justice.  Those children are like Lizzy, an Ankeny teen who was just 15 when she had to appear in court in hand and foot shackles, connected with a chain (pictured here with her mom, Laura). She was with court officers the entire time and armed guards were stationed throughout the courthouse.  The shackles were so tight her ankles started to bleed onto her shoes. She was ashamed and crying, but couldn't even wipe her dripping nose. "I wasn't a flight risk," Lizzy said. "There was no reason for me to have those on." Further, she said, the trauma, pain, and difficulty of being shackled "like an animal" made it hard for her to talk, to listen, and even to make eye contact with the judge.  Shackling children—sometimes as young as 10—is psychologically traumatic and damaging. Shackling also makes it harder for children to follow judges’ instructions, take notes, or recall facts, and be able to speak effectively with judges and their lawyers. That’s no way to make sure children receive justice or are able to move forward in a positive way.    We are grateful to the Iowa Supreme Court and Iowa Judicial Branch Advisory Committee on the Rules of Juvenile Procedure for their leadership in adopting this important juvenile court rule.  This change is the result of over two years of effort by our affiliate. In fact, our legal program staff first began its work to change this rule in June of 2015. Stopping this barbaric practice is a tremendous victory that will have an impact on Iowa children for decades to come, exactly the kind of work that I’m so proud our affiliate does.  Best,  Mark Stringer  ACLU of Iowa Executive Director |

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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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