**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.” |
| We’ve asked the Iowa Supreme Court to Ban Racist “Pretextual” Traffic Stops |

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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. |
| Police officers should be prevented from stopping and citing drivers of color based on flimsy pretexts, such as a burned out license plate light. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclu-ia.org/en/news/lets-ban-racist-pretextual-traffic-stops>  <https://www.govtrack.us/congress/members/IA> |

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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 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. |
| Yesterday, we urged the Iowa Supreme Court to declare unconstitutional pretextual traffic stops — those traffic stops in which a police officer uses a minor traffic or equipment violation as an excuse to stop a driver who the officer wants to stop for other reasons, like investigating an unrelated, suspected criminal offense. This is otherwise known as stopping someone for “driving while black or brown” and it has no place in our state.  Our amicus brief, filed along with the Iowa-Nebraska Conference of the NAACP, League of United Latin American Citizens (LULAC) of Iowa, and 1,000 Kids for Iowa, citing chilling statistics pulled from open records requests:  • A study of traffic stops in Iowa City found that minorities make up roughly 10 percent of the drivers in the city yet they account for as much as 19 percent of the traffic stops.  • In Linn County, African Americans are 25 percent more likely than white people to be cited rather than warned when stopped for a traffic violation.  • Scott County data show that African Americans are 37 percent more likely to be stopped for traffic violations than white drivers and almost twice as likely to be arrested after the stop.  • Waterloo had the worst disparities. Waterloo Police Department Traffic Stop data show that African Americans make up just 15.5 percent of the population yet account for 37 percent of the traffic stops; and Black drivers were substantially more likely to be arrested, searched and less likely to be let off with just a warning than white drivers.  Read more about these racist pretextual stops and their effect on Iowans.  Fighting for racial justice is key in what the ACLU of Iowa does. Whether it’s filing an amicus brief with the Iowa Supreme Court on pretextual stops, working to pass a racial profiling bill in the Iowa Legislature, or educating Iowans on the crisis-level racial disparities that exist in our judicial system, we’ll keep working until <ital>all<noital> Iowans are treated equally under the law.  What can <ital>you<noital> do? Call or email your state senator and state representative. Tell them you want to see a meaningful anti-racial profiling bill passed in the Iowa Legislature this session.  Click here to find your legislators and contact information.  Together, we can build a more fair Iowa. |

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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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