**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 \*\*** | Kansas |

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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.** |
| [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@aclukansas.org); [mkubic@aclukansas.org](mailto:mkubic@aclukansas.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.” |
| This is your chance to tell the Legislature you support voting rights |

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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. |
| Our 2018 goal is to increase citizen participation in Kansas |

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| **Side Box Content (Action & Event format only)** |
| Tuesday, January 23  Kansas State Capitol Visitor Center  SW 8th & SW Van Buren, Topeka, KS 66612  8:30 – 4:00 PM |

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| **Hyperlinks for email message \*\*** |
| Lobby day sign up: <https://secure.ngpvan.com/KKCitj6xk02W2YzaxFoLqg2>  Lobby day training sign up: <https://secure.ngpvan.com/l10WBVIh2ES7oJ-jm88gzA2> |

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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. |
| Dear [First Name],  Happy New Year! I hope you had a restful holiday season and are looking forward to all that is to come in the new year. With the 2018 Legislative session just days away, we’re gearing up to fight on behalf of our New Year’s resolution to increase citizen participation in Kansas elections.  Our goal is simple: we want to cut the unnecessary red tape and fix the broken processes that keep thousands of Kansans away from the ballot box and out of the democratic process.  We’re more fired up than ever, but we know enacting meaningful reform to increase citizen participation won’t be easy. Secretary Kobach and his allies in the Legislature are prepared to fight us tooth and nail, which is why we need your help.  [**Please join the Kansas Coalition for Citizen Participation at the Kansas State Capitol on Tuesday, January 23 for our 2018 Lobby Day!**](https://secure.ngpvan.com/KKCitj6xk02W2YzaxFoLqg2) You’ll have the opportunity to meet other passionate Kansans around the state and visit with your local legislators to share why increasing citizen participation is vital to creating a healthier state.  As elected officials, your legislators are accountable to you. In order to increase civic engagement in our elections, we need to show them that Kansans from all across the state are demanding a fairer and healthier democracy that gives all citizens a voice.  [**RSVP today to join us at the capitol on Tuesday, January 23**](https://secure.ngpvan.com/KKCitj6xk02W2YzaxFoLqg2)**.** While you’re at it, mark your calendar for a quick online training session on the evening of January 16th to ensure that you’ll be ready to hit the ground running when you get to the capitol. [You can RSVP for the training session here.](file:///\\192.168.0.90\ACLU%20Docs\Communications\CAN\2017%20Emails\:%20https:\secure.ngpvan.com\l10WBVIh2ES7oJ-jm88gzA2)  We’ll be in touch with more details soon and look forward to seeing you on the 23rd.  Sincerely,  Micah Kubic  Executive Director of the ACLU of Kansas |

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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:** |
| I’m joining the Kansas Coalition for Citizen Participation at the capitol on Tuesday, 1/23 to fight for a fairer and healthier democracy. Join me. |