**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | Kansas |

|  |
| --- |
| **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.) |
| Ford County only – 67834, 67801, 67841, 67842, 67843, 67844, 67865, 67563, 67876, 67882 |

|  |
| --- |
| **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) |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| What do you know about the Ford County Attorney? |

|  |
| --- |
| **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. |
| He’s the most powerful elected official that no one in Ford County knows. |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| [www.youmakethecase.org](http://www.youmakethecase.org) |

|  |
| --- |
| **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 supporter,  Here’s a question for you: how much do you know about the Ford County Attorney? If you’re like most Kansans, you could probably use a refresher. County attorneys, also called local prosecutors, are the most important people in the criminal justice system, but the significant role they play in their communities is often misunderstood by their constituents.  **Test your knowledge! How much do you know about the role of local prosecutors in Kansas?**  Law enforcement officers make arrests, juries determine guilt, and judges hand down sentences. But the prosecutor alone—without consulting anyone else—decides who in their county gets charged with a crime, which punishment to pursue, and how harshly to pursue punishment. These important policy decisions have lasting consequences for Kansas communities.  By choosing smart criminal justice policies such as diversion, prosecutors have the power to save taxpayer money, reduce prison overcrowding, and make their communities safer and stronger. Although 94% of Kansans support their prosecutor using diversion more often, most Kansas prosecutors disregard this proven alternative in favor of policies that make mass incarceration worse. Ford County utilizes diversion at less than half the national average.  As elected officials, local prosecutors are accountable to you and the needs of your community. The problem is that many Kansans are unsure of who their prosecutor is and what they do. This allows prosecutors to act in ways that are not in the best interest of their communities with very little consequences.  This needs to change. That’s why we created **You Make the Case**, an initiative to arm Kansans with the tools and knowledge they need to hold their prosecutors accountable. The website allows you to explore the criminal justice policies of the Ford County Attorney and every other prosecutor in Kansas, and provides an easy way for you to reach out to let him know that you’re paying attention.  Together, we can fix our broken criminal justice system. But it won’t be easy. We’re counting on you to step up and hold your county attorney accountable. **Reach out today to introduce yourself and to make the case for smart criminal justice policies that will make Kansas communities safer and stronger.**  Sincerely,  Micah Kubic  Executive Director  ACLU of Kansas |

|  |
| --- |
| **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:** |
| Local prosecutors are the most important people in our criminal justice system. It’s time to #MakeTheCase for smart criminal justice policies that will make Kansas stronger. |