**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Kansas |

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| **Mailing Date:** | 9/15/2017 | **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** |
| [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org), [mbata@aclukansas.org](mailto:mbata@aclukansas.org), [ayoung@aclukansas.org](mailto:ayoung@aclukansas.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.” |
| Kobach and his cohorts |

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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. |
| Don’t forget to RSVP for October 1! |

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

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| **Hyperlinks for email message** |
| People power link: https://go.peoplepower.org/event/voting\_rights\_attend/9399 |

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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. |
| Hi [first name],  Already, activists in communities all across Kansas are gearing up to mobilize with the ACLU’s People Power program to fight for our voting rights and increase citizen participation.  Kris Kobach and his cohorts think we’re going to sit back and let them rip apart our constitutional right to vote. Well, they’re wrong.  There’s still time for you to RSVP for our October 1st kick off event in Lawrence, which will be live streamed around the country as a powerful rebuke to the anti-voting agenda of Donald Trump, Kris Kobach, and this White House.  **RSVP today to say that you’ll be a part of this grassroots movement to repeal Kris Kobach’s attacks on voting rights** and to increase citizen participation in Kansas elections.  Thanks for all you do.  Micah Kubic  Executive Director, ACLU Kansas  P.S. Please read our email from earlier in the week on the ACLU’s new voting rights campaign:  INSERT PREVIOUS EMAIL IN FINAL FORM  Hi First Name,  Now is the time to protect our fundamental right to vote.  With Kansas Secretary of State Kris Kobach — the King of Voter Suppression — at the helm and Trump's sham voter fraud commission working to undermine confidence in our elections, our voting rights are under attack.  People Power, the ACLU's national grassroots mobilization program, is launching a new national **Let People Vote Campaign** right here in Kansas! Join ACLU People Power and ACLU of Kansas on **Sunday, October 1** at our campaign launch event in Lawrence.  [**Let People Vote Campaign Launch**](https://ms.clicks.actions.aclu.org/t/gcH1AAeaBSaTLE6QB2GhHF4qaabaaaaaaBM0QWR5aa?p=5_x~amp;h=W2kyjk~2504WghygejwWw.kvc~amp;p=77t~amp;1=) Lied Center of Kansas 1600 Stewart Dr. Lawrence, KS 66045 [RSVP](https://ms.clicks.actions.aclu.org/t/gcH1AAeaBSaTLE6QB2GhHF4qaabaaaaaaBM0QWR5aa?p=5_x~amp;h=W2kyjk~2504WghygejwWw.kvc~amp;p=77v~amp;1=)  **The plan is simple:** organize THOUSANDS of grassroots events in communities all across the nation to protect and expand our fundamental right to vote. We'll be ready to fight back against attacks on our voting rights and put pressure on our lawmakers to expand this fundamental pillar of our free society.  I am asking you to join us on **Sunday, October 1** in Lawrence to kick off this campaign. The event will be live streamed around the country and will send a powerful message to Donald Trump, Kris Kobach, and the agents of injustice that we won’t sit back and let them tear our democracy apart. [**RSVP today!**](https://ms.clicks.actions.aclu.org/t/gcH1AAeaBSaTLE6QB2GhHF4qaabaaaaaaBM0QWR5aa?p=5_x~amp;h=W2kyjk~2504WghygejwWw.kvc~amp;p=77~7E~amp;t=)  As part of the national campaign kickoff, we'll be launching a new statewide coalition to defend the right to vote in Kansas and increase the level of citizen participation in our elections.  We can undo Kris Kobach's voter suppression efforts, but only if enough of us come together to build a powerful grassroots movement. I hope you'll join us on October 1.  Micah Kubic  Executive Director, ACLU Kansas |