**EMAIL SET-UP**

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

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| **Mailing Date:** | 9/17/2017 | **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 are wrong |

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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],  In just two weeks, activists from across Kansas are coming together to kick off the ACLU’s largest grassroots mobilization event in history -- one focused on our voting rights and how to protect and expand them.  The response so far has been incredible. We’ve had so much interest that we have also decided to [**host a satellite launch party in Wichita!**](https://go.peoplepower.org/event/voting_rights/9689?source=map&akid=)  [**Let People Vote Campaign Launch Satellite Party in Wichita**](https://go.peoplepower.org/event/voting_rights/9689?source=map&akid=)  **Parsnipity Cafe**  **301 N. Main St. #150**  **Wichita, KS 67202**  [**RSVP**](https://go.peoplepower.org/event/voting_rights/9689?source=map&akid=)  I know if enough of us come out to one of our events on October 1st, President Donald Trump and Kansas Secretary of State Kris Kobach won’t know what hit them.  So I’m asking:  **Can you** [**RSVP today to our kick off event in Lawrence**](https://docs.google.com/document/d/13E8RDKSp-X8kPaiVFkKcv3bWl73DOqnnRxlsOOY4l3M/edit) **or our** [**satellite kick off party in Wichita**](https://go.peoplepower.org/event/voting_rights/9689?source=map&akid=) **as a way of saying you’ll be a part of this grassroots movement to save voting rights?**  Sec. 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.  Just as we’ve fought hard to stop Donald Trump’s mass deportation machine or his immoral attacks on our health care, we’re going to mobilize communities across Kansas to fight back.  A functioning and healthy democracy requires the participation of all of us, not just those Donald Trump and Kris Kobach deem worthy.  **So if you’re ready to rise up together again and not only defend, but expand, our voting rights, RSVP to one of our events on October 1st today.**  See you out there,  Micah Kubic  Executive Director  ACLU of Kansas |