**EMAIL SET-UP**

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

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| **Mailing Date:** | 9/21/2017 | **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.” |

One of the largest grassroots campaigns in ACLU history

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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. |
| There is still time to RSVP! |

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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. |
| [FIRSTNAME], our fundamental right to vote is under attack.  President Trump and his sham voter fraud commission are working to undermine confidence in our elections.  ***They’re coming after the basic building blocks of democracy, but we’re going to fight back.*** Right here in Lawrence, Kansas, on October 1, People Power -- the ACLU’s grassroots mobilization program -- is kicking off our biggest campaign yet to protect -- and expand -- the right to vote.  [[ LET PEOPLE VOTE // Sign up to join an event near you ]]  The plan itself is simple: stream this event to THOUSANDS of grassroots events in communities across the United States. **Make sure we’re ready to fight back against attacks on our voting rights and to fight for ways to actually increase citizen participation.**  And then, keep the pressure going. This isn’t a one day fight. That’s why every community ACLU People Power organizes will send a powerful message to Kris Kobach, Donald Trump and the agents of injustice that we won’t sit back and let them tear our democracy apart.  FIRST NAME, I’m personally asking you to sign up today to attend the voting rights launch event in Lawrence. Can we count on you?  [**YES! I’ll attend the People Power’s Voting Rights campaign launch on Sunday, October 1st in Lawrence, KS.**](https://go.peoplepower.org/event/voting_rights_attend/9399)  Thanks for joining the fight,    Micah Kubic  Executive Director  ACLU of Kansas |