**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.) |
| Please send to all zip codes EXCEPT 66012, 66101, 66102, 66103, 66104, 66105, 66106, 66109, 66110, 66111, 66112, 66113, 66115, 66117, 66118, 66119, 66160 |

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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.** |
| [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org); [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@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.” |
| You won’t want to miss this… |

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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. |
| Join us for our second Free State Forum! |

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| **Side Box Content (Action & Event format only)** |
| Free State Forum  Friday, November 10  Double Tree Hotel – 10100 College Blvd. Overland Park, KS 66210  5:30 PM |

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| **Hyperlinks for email message \*\*** |
| [www.aclukansas.org](http://www.aclukansas.org)  Ticket link: <https://action.aclu.org/secure/2017-free-state-forum?ms=web_170718_aff_KM_free_state_forum> |

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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 Supporter,  Our second Free State Forum is just around the corner! We’ve been busier than ever this year fighting to protect civil liberties in Kansas and across the country. Thanks to activists like you, we’ve been able to take a stand and put a stop to some of the most egregious policies coming from Washington and Topeka.  Join us on Friday, November 10, at 5:30 PM at the Double Tree Hotel in Overland Park to celebrate the civil liberty movement in Kansas and strategize how we can continue to protect and expand our rights at home and around the country.  At the Free State Forum, you will:   * Hear from Floyd Abrams, America’s best known First Amendment Lawyer, on how the First Amendment fits into the 21st Century * Recognize key leaders in the civil liberties movement in Kansas * Hear from Faiz Shakir, ACLU National Political Director, on the ACLU’s efforts to expand civil liberties nationwide * Network with other civil rights and civil liberty activists across the state   Space is limited, so make sure to purchase your tickets today! {HYPERLINK}  WHAT: Our second annual Free State Forum  WHEN: 5:30 p.m. November 10, 2017 (Friday)  WHERE: Double Tree Hotel in Overland Park –10100 College Blvd. Overland Park, KS 66210  I can’t wait to see you there!  Sincerely,  Micah Kubic  Executive Director |

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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:** |
| Join me at the Free State Forum on Nov. 10! |