**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.) |
| Douglas County only – 66066, 66025, 66044, 66045, 66046, 66047, 66049, 66050 |

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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.** |
| [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@aclukansas.org); [mkubic@aclukansas.org](mailto:mkubic@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.” |
| It’s time for you to Make the Case |

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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. |
| Your District Attorney rarely hears from his constituents. That’s about to change. |

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| **Side Box Content (Action & Event format only)** |
| Smart Justice Lobby Day  Wednesday, May 30  District Attorney Charles Branson’s Office  111 East 11th Street  Lawrence, KS  66044 |

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| **Hyperlinks for email message \*\*** |
| [www.aclukansas.org](http://www.aclukansas.org)  <https://go.peoplepower.org/event/action/13509?source=map&akid=> |

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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,  We’re planning something big, and we want you to be a part of it. On Wednesday, May 30, Kansans from across the state will join together to advocate for smart criminal justice policies as part of our first ever virtual lobby day!  Here’s how it will work: instead of going to the capitol to meet with your elected senators and representatives, you will ask to meet with the single most powerful person in the criminal justice system, right in your community: District Attorney Charles Branson.  County prosecutors wield exceptional power to shape the criminal justice system in their communities, but far too many reject smart policies such as diversion in favor of policies that make mass incarceration worse. In Douglas County, diversion is used at a rate lower than the national average.  For far too long, prosecutors have flown under the radar of public accountability. That’s about to change. We’re on a mission to arm Kansans with the tools and knowledge they need to hold their prosecutors accountable for building safer and stronger communities.  We know that our voices are stronger together. It’s important that activists from across the state participate in order to get the ball rolling. **That’s why I’m asking you to commit to requesting a meeting with District Attorney Branson on Wednesday, May 30.**  Don’t worry if you’re not sure of what to say—a member of our team will be in touch to make sure you have all the tools and resources you need to take the first steps in building a criminal justice system that is more fair and just for all.  Thank you for your support,  Micah Kubic  Executive Director  ACLU of Kansas |

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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:** |
| I’ve committed to meeting with my local prosecutor as part of @aclukansas Smart Justice Lobby Day! You can register to join us on May 30th here: [link] |