**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 \*\*** | ACLU of Kentucky |

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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 \*\***  **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.** |
| [amber@aclu-ky.org](mailto:amber@aclu-ky.org), [kate@aclu-ky.org](mailto:kate@aclu-ky.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.” |
| Options:  We will not go back  We’re fired up  You made a statement for reproductive rights |

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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. |
| Keep up the momentum to protect repro rights in the Commonwealth |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Abortion Access Action: [https://ssl.capwiz.com/aclu/issues/alert/?alertid=79121626&type=ST&ms=eml\_171113\_aff\_KM\_&af=##](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79121626&type=ST&ms=eml_171113_aff_KM_&af=#)  Pregnant Workers Action:  <https://ssl.capwiz.com/aclu/issues/alert/?alertid=79127626&type=ST&ms=eml_171113_aff_KM_&af=##capwiz_query_encrypted##> |

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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 ACLU Supporter,  We’re fired up! On Thursday, hundreds of you came to the Capitol to stand for reproductive rights.  It was an incredible day, and if we can keep up this momentum, we will be able to pass protections for pregnant workers and stop bills that threaten abortion access.  **Here are some steps you can take to help us keep up the momentum:**   1. **Email your legislators and ask them to support the** [Pregnant Workers’ Rights Act](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79127626&type=ST&ms=eml_171113_aff_KM_&af=) **and to oppose bills like House Bill 103, which attempt to further limit** [access to abortion](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79121626&type=ST&ms=eml_171113_aff_KM_&af=) **in the Commonwealth.**  **Amplify our coalition reproductive rights work on social media. Follow ACLU of Kentucky, Planned Parenthood of Indiana and Kentucky and Kentucky Health Justice Network on Facebook (@ACLU of KY @**[PP Advocates of INKY](https://twitter.com/PPAdvocatesINKY) and [@KyHealthJustice](https://twitter.com/KyHealthJustice) on Twitter). Share and RT our content, and share your own rally pictures using #WeareKY #WeWillNotGoBack and #kyga18  1. **Meet with your legislator to discuss reproductive rights, especially if you have a personal story to share.** [Email our Community Engagement Coordinator George Eklund](mailto:George@aclu-ky.org?subject=Legislative%20meeting%20on%20repro%20rights%20)**, and he can provide you with talking points ahead of your meeting.**   **We can protect reproductive rights from additional rollbacks through your continued support. Thank you for raising your voice!**  Sincerely,  ACLU of Kentucky |

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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:** |
| Continue raising your voice! Stop additional rollbacks on #reprorights #kyga18 #WeareKY #WeWillNotGoBack |