**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.) Louisville list (40202, 40203, 40204, 40205, 40206, 40207, 40208, 40209, 40210, 40211, 40212, 40213, 40214, 40215, 40216, 40217, 40218, 40219, 40220, 40222, 40223, 40228, 40229, 40241, 40242, 40243, 40245, 40258, 40272, 40291, 40293, 40299, 40201, 40221, 40224, 40231, 40232, 40233, 40250, 40251, 40252, 40253, 40255, 40256, 40257, 40259, 40261, 40268, 40269, 40270, 40285, 40290, 40295, 40298) |
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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), [Africa@aclu-ky.org](mailto:Africa@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  You’re invited: 2017 Reproductive Freedom Project Benefit  Another Option:  Protect access to reproductive rights in the commonwealth |

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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. |
| The Reproductive Freedom Project Benefit is October 14 |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| [link to rsvp form, order attached] |

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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,  It’s time once again to gather with fellow supporters of reproductive rights for the ACLU of Kentucky Reproductive Freedom Project Benefit. This year’s event comes as our Legal Program fights in Federal Court to keep the doors open at Kentucky’s only remaining abortion clinic.  Join us for drinks and appetizers as reproductive freedom advocates share their stories about what the work of the ACLU Reproductive Freedom Project means to them.  Reproductive Freedom Project Benefit  Saturday, October 14  5:30-7:30 p.m.  Genscape (1140 Garvin Place in Old Louisville)  [Order your ticket link]  We look forward to seeing you Saturday, October 14. If you can’t make it, you can make a gift to support our work of protecting the future of reproductive freedom in Kentucky by visiting event ticketing page. [hyperlink]  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:** |
| Reserve your ticket for the @ACLUofKY Reproductive Freedom Project Benefit [insert rsvp link] |