**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 \*\*\*Sarah Bleviss will submit a list of suppressions\*\*\*  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) |

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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.” |
| Some Options:  Support the ACLU of Kentucky this Give Day  Be A Force for Good Today  Special opportunity to support ACLU KY |

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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. |
| Increase your impact by giving today |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.giveforgoodlouisville.org/organizations/aclu-of-kentucky-foundation> |

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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,  Today the ACLU of Kentucky is taking part in the biggest day of local giving, Give For Good Louisville.  This 24-hour online day of giving is an opportunity for us to raise critical financial support for our legal program, educational programs, and public policy campaigns.  Here’s how it works: click this link [insert hyperlink], and make a donation (minimum $10) to the ACLU of Kentucky. That’s it!  Each dollar we raise through Give For Good Louisville increases our chances at bonus prize money. This means that every dollar you give today goes a little further for the ACLU of Kentucky.  The emails we send you are often a call-to-action. And today is no different! Today we are asking you to stand up and declare your support for our work by making a tax-deductible gift to the ACLU of Kentucky. [another hyperlink here] We are a citizen and member supported organization – we receive no state or federal funding – so every dollar counts.  Not in Louisville? That’s ok, your donations count too! If you are somewhere that has internet access, you can contribute!  Last year you helped us raise more than $141,000! Let’s see how much we can raise in a day this year! Please invite your family, friends, and coworkers to help make this “Give Day” a huge success for us.  Sincerely,  ACLU of Kentucky  P.S. [Another hyperlink in here somewhere] Don’t forget Give for Good Louisville is a one-day special event. Your ability to increase your gift’s impact ends at 11:59PM. |

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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:** |
| Today’s the day! #GiveForGoodLou is now underway! Support @ACLUofKY and your donation goes further! <https://www.giveforgoodlouisville.org/organizations/aclu-of-kentucky-foundation> |