**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.) |
| 41018, 41017, 41030, 41033, 41094, 41051, 41011, 41014, 41063, 41016, 41015, 41072, 41071, 41074, 41073, 41076, 41075, 41085, 41099, 41001, 41006, 41007, 41059, 41080, 41091, 41042, 41092, 41048, 41005, 41095, 41046, 41097, 41052, 41035, 41010, 41040, 41043, 41002, 41004, 41061 |

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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.” |
| Meet us in Northern Kentucky |

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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. |
| ACLU-KY Meet and Greet in Covington Nov. 8th |

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| **Side Box Content (Action & Event format only)** |
| N. Ky Meet and Greet  Wednesday, November 8, 6:000-7:30pm  Braxton Brewing Company  27 W. 7th Street, Covington KY 41011  Appetizers and Cash Bar  RSVP before Nov. 3rd! |

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| **Hyperlinks for email message \*\*** |
| [RSVP form, order attached to this request] |

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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,  As you know, civil liberties have been front, center, and under threat in 2017.  Throughout the year, the ACLU of Kentucky has been on the road meeting with Kentuckians in communities across the Commonwealth. On November 8th, we’re making a stop in Northern Kentucky and want you to come out to Braxton Brewing Company in Covington.  Join Executive Director Michael Aldridge and other ACLU-KY staff as they share the ACLU’s strategies to protect civil liberties across the state and nation and to learn how you can become involved.  Mark your calendar for November 8th and RSVP online.  We hope to see you there!  Sincerely,  ACLU of Kentucky  P.S. Want to support our civil liberties advocacy in the General Assembly and beyond, but can’t make the event?  You can donate to support our work here (insert link). Thank you! |

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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 @ACLUofKY meet and greet in Covington Nov. 8. RSVP here: [insert link] |