**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 Maine |

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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.** |
| rhealy@aclumaine.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.” |
| The powerful elected official you never think about |

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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. |
| Read up before you vote for DA |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <http://daforme.com>  <https://www.aclumaine.org/en/events/cumberland-county-da-candidate-forum> |

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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 ,  District Attorneys are the most powerful elected official you never think about. As government prosecutors, they make key decisions in criminal cases about who gets charged, what they get charged with, and the ultimate punishments they face. And beyond making decisions in individual cases, they help set the tone for how our communities respond to major societal issues.  **DAs are elected officials, so they answer to you. And they’re all up for election this year.** **Now you have the tools to learn about the candidates and to hold them accountable – all in one website.** [LINK http://DAforME.com]  How will we respond to the opioid crisis?  How many kids will we put in prison?  Will we punish people because they are poor?  Will we treat people fairly no matter who they are or what they look like?  Can we end our over-reliance on incarceration?  DAs help answer those questions, so it’s crucial to know what the candidates think. We asked all DA candidates in Maine to fill out a questionnaire about key criminal justice issues, and their answers are in the site.  **Learn how powerful DAs are. Find out what your candidates think about the issues. Get information about when and where to vote. [LINK http://DAforME.com]**  We’re fighting for a fair legal system – one where how much justice you get doesn’t depend on the color of your skin or how much money you have. DAs have a huge amount of power, but they’re also elected officials. That means you have a lot of power too.  **Together with you, we can hold DAs accountable to the law and to their promises. Visit** [**DAforME.com**](http://www.DAforME.com) **today and get started.**  Sincerely,  Alison Beyea  Executive Director, ACLU of Maine  p.s. If you’re in Cumberland County, join us May 24 at 6:30 at USM for a forum with the five DA candidates in your district. [LINK https://www.aclumaine.org/en/events/cumberland-county-da-candidate-forum] |

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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:** |
| DAs: The powerful elected officials you never think about but should. Learn about the ME candidates: [daforme.com](https://daforme.com) #DAforME |