**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.” |
| Kids at Long Creek need support, not violence. |

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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. |
| Tell ME leaders to protect kids now. |

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| **Side Box Content (Action & Event format only)** |
| Long Creek needs oversight. Sign the petition. |

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| **Hyperlinks for email message \*\*** |
| Link to action (see accompanying request)  Link to case page: https://www.aclumaine.org/en/cases/ali-v-long-creek-et-al |

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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. |
| Last summer, an 11-year-old boy with mental illness was brutally beaten by guards at Long Creek Youth Development Center. Despite the absence of any physical threat, the guards entered his cell and bashed his face against a metal bed frame, knocking out his front teeth. After the attack, they didn't take him to the dentist for six days, at which point it was too late to save his teeth.  This is just the latest brutal incident at Long Creek – mounting reports suggest a culture of violence there.  We filed a lawsuit on A.I.’s behalf charging excessive violence and negligent care [https://www.aclumaine.org/en/cases/ali-v-long-creek-et-al]. But we can’t stop there. It’s time for oversight and accountability at Maine’s youth prison.  Sign the petition asking Maine’s highest officials to hold crucial oversight hearings to find out what’s going wrong at Long Creek. [link to petition]  Like many kids in prison at Long Creek, A.I. experienced cruelty and negligence at the hands of multiple individuals and institutions throughout his long and painful ordeal. He was failed by the entire system – just as we fail every child we put in prison.  We can’t undo what happened to A.I., but we can stop it from happening to others.  Maine’s elected officials have an obligation to protect kids in state custody. Tell them to hold oversight hearings now. Sign the petition today. [link to petition]  Thank you for speaking up to protect kids.  Sincerely,  Zach Heiden  Legal Director |

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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:** |
| ACTION: Tell #ME legislators to protect kids at Long Creek. Sign the petition: [link to action] |