**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 Massachusetts |

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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.** |
| awolfson@aclum.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.” |
| Ian, age 21, and you |

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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. |
| Be there with us for the moments that drive change. |

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| **Side Box Content (Action & Event format only)** | |
| **ACLU Freedom Agenda Lobby Day** Wednesday, September 27, 9:30 a.m. – 2 p.m. Massachusetts State House 24 Beacon Street, Boston 02133 [RSVP](https://ms.clicks.actions.aclu.org/t/gcH1AAhbaTI4tQB01rHF-yCE8aXDzKK2MgaaaaC2AdBMZZELvaa?m=8_vAzEw~amp;k=p0T5evk~25BthVsnt.hyZ~amp;s=U~amp;4=" \t "_blank) | |

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| **Hyperlinks for email message \*\*** |
| <https://action.aclu.org/secure/aclu-ma-lobby-day-2017>  <https://youtu.be/DAZxSmkH2uY> |

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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. |
| We’re just one week away from the ACLU Lobby Day!  [**Can we count on you to be with us?**](https://action.aclu.org/secure/aclu-ma-lobby-day-2017)  I’m Olivia Santoro, volunteer coordinator for the ACLU of Massachusetts. In my job, I have the privilege of being present for the moments when people find their voice and the courage to speak up about the issues they care about. It is the people power built in these moments that drives change. One of these moments happened at the State House in June when ACLU supporters, like you, showed up to support immigrants’ rights. Among the hundreds of people who gathered that day was Ian, a 21 year old ACLU volunteer.  Ian said;  "Going to the State House showed me that I can make a difference. I discovered I could just walk into my legislator’s office and advocate for the issues I care about. You don’t have to be an expert! You just have to be passionate. If we take that passion and turn it into action, I know there is a lot we can accomplish.”  That’s what lobby visits are all about. Lobby visits are meetings with our legislators to show that their constituents are willing to turn their passion into action.  And, just as Ian said, you don’t have to be an expert to do it!  Whether this is your first time heading to the State House or you are on a first name basis with your legislator, there is a place for you at the [ACLU Freedom Agenda Lobby Day](https://action.aclu.org/secure/aclu-ma-lobby-day-2017) on Wednesday, September 27.  We will have an on-site training and materials available, and you can check out our short training video in advance**,** Preparing for Your Lobby Visit.    On September 27, we, the people of this great Commonwealth, are heading to the State House to make our voices heard. Be there with us for the moments that drive change.  In Solidarity,  Workgroup:Comm. Dept.:AW:October 2016:Comms:Graphics:Olivia Signature copy.jpg  Olivia Santoro  Volunteer Coordinator  ACLU of Massachusetts |

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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 in supporting the @ACLU\_Mass #FreedomAgenda at the #ACLULobbyDay on Wednesday, Sept. 27! <https://action.aclu.org/secure/aclu-ma-lobby-day-2017> |