**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.) |
| 01810, 01812, 01830, 01831, 01832, 01833, 01834, 01835, 01840, 01841, 01842, 01843, 01844, 01845, 01860, 01885, 01899, 01901, 01902, 01903, 01904, 01905, 01906, 01907, 01901, 01902, 01903, 01904, 01905, 01906, 01907, 01908, 01910, 01913, 01915, 01921, 01922, 01923, 01929, 01930, 01931, 01936, 01937, 01938, 01940, 01944, 01945, 01949, 01950, 01951, 01952, 01960, 01961, 01965, 01966, 01969, 01970, 01971, 01982, 01983, 01984, 01985, 05501, 02108, 02109, 02110, 02111, 02112, 02113, 02114, 02115, 02116, 02117, 02118, 02119, 02120, 02121, 02122, 02123, 02124, 02125, 02126, 02127, 02128, 02129, 02130, 02131, 02132, 02133, 02134, 02135, 02136, 02137, 02150, 02151, 02152, 02163, 02196, 02199, 02201, 02203, 02204, 02205, 02206, 02210, 02211, 02212, 02215, 02217, 02222, 02241, 02266, 02283, 02284, 02293, 02297, 02298, 02026, 02027, 02186, 02169, 02170, 02171, 02492, 02445, 02446, 01701, 01702, 01703, 01704, 01705, 01718, 01720, 01730, 01741, 01742, 01746, 01760, 01773, 01776, 01778, 01801, 01803, 01805, 01813, 01815, 01821, 01822, 01824, 01826, 01827, 01850, 01851, 01852, 01853, 01854, 01862, 01863, 01864, 01865, 01866, 01867, 01876, 01879, 01880, 01886, 01887, 01888, 01889, 01890, 02138, 02139, 02140, 02141, 02142, 02143, 02144, 02145, 02148, 02149, 02153, 02155, 02156, 02176, 02180, 02238, 02420, 02421, 02451, 02452, 02453, 02454, 02455, 02456, 02458, 02459, 02460, 02461, 02462, 02464, 02465, 02466, 02467, 02468, 02471, 02472, 02474, 02475, 02476, 02477, 02478, 02479, 02493, 02495 |

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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.** |
| Aaron Wolfson, 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.” |
| Immigrants’ rights are at risk in Salem. |

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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. |
| We need your help to make sure opponents don’t repeal protections for immigrant families. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <http://www.salemisforeveryone.com/>  <https://action.aclu.org/secure/salem-vote-yes-1> |

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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 \_\_\_\_\_\_\_\_    Our friends in Salem, Massachusetts are in a heated local fight over a ballot initiative that would undo the Sanctuary for Peace Ordinance, which says the city will not discriminate against residents based on their immigration status.    The opposition is very mobilized. If they win in the ballot box, it won’t just harm immigrant families in Salem, but also have a ripple effect throughout the state, damaging city and statewide efforts against the Trump deportation machine.  That’s why we need your help with the [**Yes on 1**](http://www.salemisforeveryone.com/)campaign. [**Here are three ways to get involved:**](https://action.aclu.org/secure/salem-vote-yes-1)    **1. Door knocking:** The most effective way to change hearts and minds is through face-to-face conversations during one of the campaign’s canvass days.  **2. Phone banking:** Attending a phone bank is another way to reach voters and energize them around immigrants’ rights in Salem.  **3. Poll monitoring:** Attend training and sign up to help make sure no registered voters are turned away from the polls on Election Day.  [Learn more about these opportunities and sign up for door knocking, phone banks, and poll monitoring!](https://action.aclu.org/secure/salem-vote-yes-1)  And, of course, **VOTE**! Mark your calendars for Tuesday, November 7th and make sure to vote Yes on 1.  In solidarity,  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:** |
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