**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Mississippi |

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| **Mailing Date:** | 8/13/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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** |
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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| Images attached  Please use a stock image  No image |

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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.” |
| Fight For Freedom at our annual fundraiser |

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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. |
| Mon. Sept 24: ACLU of Mississippi art show and garden party |

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| **Side Box Content** |
| Remove side box  Include side box  Fight For Freedom  Mon., Sept. 24, 5:30 p.m.  Mississippi Museum of Art  380 S. Lamar Street  Jackson, MS 39201 |

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| **Hyperlinks for email message** |
| <https://www.facebook.com/ACLUMississippi>  <https://twitter.com/ACLU_MS>  <https://action.aclu.org/event/ms-fight-for-freedom?ms_aff=MS&initms_aff=MS&ms=180727_fight_for_freedom_&initms=180727_fight_for_freedom_&ms_chan=eml&initms_chan=eml> |

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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's one thing you want your recipient to pick up on, it's 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 Supporter,  The ACLU of Mississippi invites you to **Fight for Freedom** at our art show and garden party on Monday, September 24. Join us as we bring together freedom fighters and art activists from across the state in order to create a better Mississippi.  Enjoy the sounds of the Southern Brass Band while viewing and hearing a showcase of visual and creative writing artists. This fundraiser will also include a silent art auction, delicious food stations, and the opportunity to gather with like-minded Mississippians on the need to extend freedom for all.  Your support is very important to us as we continue to stand in the gap for all Mississippians to make societal impacts for a better state. Hear how we are combining the ACLU’s legal power with the strength of advocacy and policy to ensure that all are free from fear, discrimination, and systems that trample our basic civil rights.  **Fight for Freedom: art show and garden party benefitting ACLU of Mississippi  Monday, September 24 at 5:30 p.m.** Mississippi Museum of Art  380 S. Lamar Street  Jackson, MS 39201  Please RSVP by September 7, 2017. If you have any questions, email us at [office@aclu-ms.org](mailto:office@aclu-ms.org) or call 601-354-3408.  **Your donation of $50 will help us continue our fight for freedom. Purchase tickets here.**    Sincerely,  Jennifer Riley Collins  Executive Director |