**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 Mississippi |

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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.** |
| Zakiya Summers  zsummers@aclu-ms.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.” |
| Do You Know Your Rights? |

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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. |
| 2017 College KYR Series Coming to a Town Near You! |

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| **Side Box Content (Action & Event format only)** |
| Know Your Rights Conference  Friday, September 15, 2017, 3 p.m.  University of Mississippi School of Law– Weems Auditorium  481 Chucky Mullins Drive  Oxford, MS 38677  [RSVP on our Facebook event page.](https://www.facebook.com/events/1746222592337081/) |

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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/1746222592337081/>  <https://www.facebook.com/ACLUMississippi>  <https://twitter.com/ACLU_MS>  <https://www.instagram.com/aclu_ms/> |

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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. |
| Do you know your rights? Living in a politically-charged, often unexpected environment, it’s important to know what your rights are in protest, at the polling precinct, or even dealing with police. The ACLU of Mississippi is hosting a series of know your rights (KYR) workshops for college students and community members. All workshops are free and open to the public.  Sessions will focus on Freedom of Speech and Expression, Voting, LGBTQ, Encounters with Law Enforcement, and serving as Legal Observers. Programs will also include a town-hall style session about important local and state policy issues.  We are thrilled to partner with the Ole Miss ACLU chapter for our first program, which will take place in Weems Auditorium on the University of Mississippi campus in Oxford on September 15 starting at 3 p.m. RSVP now by visiting the event page on [Facebook](https://www.facebook.com/events/1746222592337081/).  Don’t live in the Oxford area, don’t worry! Mark your calendar for these upcoming KYR series events:  Jackson State University: September 18, 2-4 p.m., JSU Student Center  Alcorn State University: October 16  Mississippi State University: October 25  University of Southern Mississippi: November 8  Millsaps College: November 13  Stay tuned to our website and social media pages for updates on time and place.  If you’d like to invite us to host a KYR workshop, please email Equality for All Advocacy Coordinator Katherine Klein at [kklein@aclu-ms.org](mailto:kklein@aclu-ms.org).  In solidarity,  Jennifer Riley Collins  Executive 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:** <https://twitter.com/ACLU_MS> |
| Facebook:  <https://www.facebook.com/ACLUMississippi>  <https://www.instagram.com/aclu_ms/>  Thank you for taking action to know your rights. Take the next step and share this alert with your friends: |