**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 \*\*** | 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](mailto: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.” |
| Say Mesha’s Name! |

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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. |
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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| **Underline words hyperlink email to:** [**mwalker@aclu-ms.org**](mailto:mwalker@aclu-ms.org) |

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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. |
| Mesha Caldwell was my friend. She was like a sister to me. We had a lot in common. She was a beautician and hairstylist. I am a make-up artist. Together, we added beauty to the lives around us. She had a wonderful spirit, and was loved by many. Like me, Mesha was a trans woman of color. Unfortunately, someone did not see her beautiful spirit. Earlier this year, her body was found along a dark road in rural Madison County.  Transgender people, particularly trans women of color, face disproportionate discrimination and violence. We say Mesha’s name because her life, and the more than 20 other trans people who have lost their lives to violence across the country this year, matter!  Mississippi has no state law and very few local ordinances that clearly prohibit discrimination against transgender people. The Mississippi Civil Rights Act would eliminate discrimination and provide equal treatment and protection for Mesha and all Mississippians. Similar bills that embrace equality for all, including sexual orientation and gender identity for state employees and in housing, would also provide protection. We are advocating for these measures in the 2018 legislative session, and we need your help! Say Mesha’s name!  Join our Transgender Education & Advocacy Program (TEAP-MS). Help us protect our trans brothers and sisters, and ensure that all Mississippians live secure lives.  In Solidarity,  Malaysia Walker  TEAP-MS Advocacy Coordinator |

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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:** |
| Facebook & Twitter |