**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.” |
| We’ll Stand for Your Right to Take A Knee |

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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 \*\*** |
| [**https://www.aclu-ms.org/files/9415/1078/7257/171108\_Take\_a\_Knee\_Letter\_FINAL.pdf**](https://www.aclu-ms.org/files/9415/1078/7257/171108_Take_a_Knee_Letter_FINAL.pdf)  [**https://www.aclu-ms.org/files/3515/1078/7562/know-your-right\_23160101.pdf**](https://www.aclu-ms.org/files/3515/1078/7562/know-your-right_23160101.pdf) |

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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. |
| About a month ago, we sent a [letter](https://www.aclu-ms.org/files/9415/1078/7257/171108_Take_a_Knee_Letter_FINAL.pdf) to the Lowndes County School District (LCSD) in support of public school students’ right to protest. The school district’s attorney, who also serves as a state representative, promised to propose a policy that would not only require students to stand for the National Anthem, but would require everyone attending sporting events to do the same. That’s right, the LCSD Attorney wants to make fans stand for the Anthem whether they like it or not. He even stated in a news article that the Mississippi High School Activities Association is considering his policy.  Let’s be clear: silent forms of protest, such as sitting down while the Pledge is being delivered or taking a knee while the Anthem is being sung at sporting events, is protected expression, and no school official may punish you for doing so. It doesn’t matter if your protest takes place during a mandatory school activity or during a voluntary activity, like at an extracurricular sporting event. As long as you’re not being disruptive, you cannot be punished or forced to participate. In addition, it is unconstitutional for any governmental entity to implement policies that would violate that First Amendment right.  Students have rights, too. [Download our Students Rights Manual](https://www.aclu-ms.org/files/3515/1078/7562/know-your-right_23160101.pdf) and know your rights!  In solidarity, |

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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 |