**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 Missouri |

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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.** |
| [dvelazquez@aclu-mo.org](mailto:dvelazquez@aclu-mo.org), [lvehlewald@aclu-mo.org](mailto:lvehlewald@aclu-mo.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.” |
| This June, Vote in the ACLU of Missouri’s Board of Directors election and come to our open house |

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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. |
| Your voice and your vote matter. Join us for the 2018 election. |

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| **Side Box Content (Action & Event format only)** |
| Join us for our annual meeting and open house in our new St. Louis office!  Last year, we welcomed you to our new Kansas City office. This year, join ACLU of Missouri staff, board and friends for a meet and greet.  When: Saturday, June 16  Where: ACLU of Missouri’s St. Louis office 906 Olive St., Suite 1130 St. Louis, MO 63101  Time: 3 – 4 p.m. |

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| **Hyperlinks for email message \*\*** |
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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 Daniela,  In just a few weeks, the ACLU of Missouri will hold our board of directors election, using an [online voting system.](https://action.aclu.org/webform/mo-2018-board-election)  If you have joined the ACLU as a member or renewed your membership the past 15 months, you are eligible to vote. If you are not a current member, [**join today**](https://action.aclu.org/give/join-aclu-missouri?ms=web__aff_mo_menu_join)**!**  We have three open board seats and three candidates. [**Learn more about our candidates prior to voting.**](https://ms.clicks.actions.aclu.org/t/gcH1AAcbaTCEiQBXZmHFIpIP7aN2mPPVMlaaaaGC8BMTLQNqaa?r=3_z6070~amp;f=bclkcnY.xcnY1owc1~2522eoYkj.emo~amp;j=e~amp;v=)  The election slate includes the following individuals:  **Board members (elected to a three-year term):**   * Brendan Donelon * William Raney * Dana Sandweiss   **Officers (elected to a one-year term,  except for President, who serves a two-year term):**   * President: Liz Blackwell * Vice-President: Pam Woodard * Vice-President: Diane Levine * Treasurer: Dan Davis * Secretary: Joseph Stimpfl   [**Online voting will be open on our website from Thursday, June 7 to Tuesday, June 12.**](https://action.aclu.org/webform/mo-2018-board-election)  If you would prefer a paper ballot, please contact our St. Louis office at 314-652-3114, ext. 220. We must receive paper ballots in our St. Louis office by noon on Thursday, June 12.  We would be unable to do our work at the ACLU without the steadfast support of our members. **Your voice and your vote matter.**  We encourage you to participate in this year's board election.  Sincerely,  Jeffrey A. Mittman  Executive Director  ACLU of Missouri  [www.aclu-mo.org](https://ms.clicks.actions.aclu.org/t/gcH1AAcbaTCEiQBXZmHFIpIP7aN2mPPVMlaaaaGC8BMTLQNqaa?r=3_z6070~amp;f=bclkcnY.xcnY1owc1~2522eoYkj.emo~amp;j=g~amp;v=)  **P.S.** Follow us on [Facebook](https://ms.clicks.actions.aclu.org/t/gcH1AAcbaTCEiQBXZmHFIpIP7aN2mPPVMlaaaaGC8BMTLQNqaa?r=3_z6070~amp;f=bclkcnY.xcnY1owc1~2522eoYkj.emo~amp;j=m~amp;v=), [Twitter](https://ms.clicks.actions.aclu.org/t/gcH1AAcbaTCEiQBXZmHFIpIP7aN2mPPVMlaaaaGC8BMTLQNqaa?r=3_z6070~amp;f=bclkcnY.xcnY1owc1~2522eoYkj.emo~amp;j=i~amp;v=) and [Instagram](https://ms.clicks.actions.aclu.org/t/gcH1AAcbaTCEiQBXZmHFIpIP7aN2mPPVMlaaaaGC8BMTLQNqaa?r=3_z6070~amp;f=bclkcnY.xcnY1owc1~2522eoYkj.emo~amp;j=h~amp;v=) for updates on the ACLU of Missouri |

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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:** |