**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.” |
| Being Poor is Not a Crime. |

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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. |
| Missouri is forcing public defenders across the state to make a choice: Do the impossible or shortchange justice. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclu-mo.org/en/public-defenders>  <https://www.aclu-mo.org/en/news/being-poor-not-crime-we-sit-down-and-talk-former-missouri-public-defender>  <https://www.pickyourpa.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. |
| Dear XXXXX,  Today we wanted to show you the other side of the public defender crisis. We sat down and talked with a former Missouri public defender named Chris.  Chris served as a public defender in Farmington, Mo., a rural area 72 miles southwest of St. Louis. He was a new lawyer at the time, deciding to join the public defender’s office because he wanted to help those who couldn’t afford it. Like many have before, Chris calls his time as a public defender a “trial by fire” because he was expected to learn on the job instead of being supported with the time, resources, and professional mentorship needed to do his job effectively.  Chris was frequently pressured to do more than his typical 10-to-12 hour workday. The emphasis from his superiors was on closing out cases as quickly as possible if they met the American Bar Association’s ethical standards or not. Clients were encouraged to take plea deals regardless of their innocence because it was more expedient.  “I was told that every time I said I needed more training or time: you learn by doing. What no one mentioned is that real people suffered while I tried to figure out how to do the job. It wasn’t that an order was late or a pizza was messed up, it was people went to prison.”  When he left, Chris had a caseload of more than 200.  Today, Chris is a private attorney. He resigned as a public defender because it was taking a massive toll on his health and his family. He also couldn’t bear the guilt of knowing how many times he was forced to fail a client because he didn’t have any other choice.  “People seem to think funding the public defender system in Missouri is being ‘nice’ to criminals by giving them something for free that others pay for. What we’re actually doing is protecting the dignity of our clients, not to mention their fundamental, constitutional right to an attorney. Being poor isn’t a crime.”  [Read more from our interview with Chris on our website.](https://www.aclu-mo.org/en/news/being-poor-not-crime-we-sit-down-and-talk-former-missouri-public-defender)  This is a constitutional crisis. Missouri is forcing public defenders across the state to make a choice: Do the impossible or shortchange justice.  ACLU of Missouri is working to raise awareness and bring change to how our state supports its public defenders and to protect the constitutional rights of those who rely on the public defender system. [See what we’re doing.](https://www.aclu-mo.org/en/public-defenders)  One of the ways to change our overburdened public defender system is for prosecuting attorneys to advocate for increased funds for the Missouri State Public Defender. These two offices could be fantastic allies if they chose. But currently, many of Missouri's prosecutors have chosen to fight against increased funding. This is why [ACLU of Missouri's Smart Justice campaign](https://www.pickyourpa.org/) is supporting prosecuting attorney candidates that make an accountable and transparent criminal justice system a priority.  Yours,  Jeffrey A. Mittman Executive Director 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:** |
| Missouri is forcing public defenders across the state to make a choice: Do the impossible or shortchange justice. An interview with a former public defender from @aclu\_mo. <link> |