**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), [chayes@aclu-mo.org](mailto:chayes@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.” |
| “For Ahkeem” is a story about Missouri’s school-to-prison pipeline |

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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. |
| “For Ahkeem” is a specific story of one teenage girl, but her story is similar to millions of young people across the nation caught in systems that send them into the school-to-prison pipeline. |

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| **Side Box Content (Action & Event format only)** |
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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 XXX,  Starting as early as preschool, students of color have a greater likelihood of being punished harsher and more frequently than their white peers. This has an immediate effect on a child’s learning, confidence and self-esteem  ACLU of Missouri’s statewide report, “[From School to Prison: Missouri’s Pipeline of Injustice](https://www.aclu-mo.org/en/publications/school-prison-missouris-pipeline-injustice),” highlights the many disturbing trends of discipline in Missouri schools. Racial disparities in school discipline pervade nearly every punishment category in Missouri. Black students are five times more likely to be suspended than White students. (This is greater than the already too-high national rate of 3.9 times more likely.)  The filmmakers of “For Ahkeem” put a face to these troubling statistics. “For Ahkeem” documents the life of Daje Shelton, a young woman of color from North St. Louis, who fights for her future in an alternative school after being expelled from her high school. Throughout, we see firsthand the conditions that sets our youth up to fail.  That’s why the filmmakers of “For Ahkeem” and ACLU of Missouri are partnering up to elevate Daje’s story to drive policy change. Across Missouri school districts and communities, screenings of “For Ahkeem” are being paired with discussions to educate people about Missouri’s school-to-prison pipeline and help them make the future brighter for Missouri’s children.  Too many of our children are being forced out of public schools and into the criminal justice system. Sign the petition to end Missouri’s school-to-prison pipeline.  Yours,  Sara Baker  Legislative and Policy 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:** |
| Students in Missouri are suffering from schools in dire need of policy change. Learn about @aclu\_mo’s new collaboration with “For Ahkeem” filmmakers. <link> |