**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 \*\*** | 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 |

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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.” |
| Our new year’s resolution: Make Missouri a better place for all |

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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 \*\*** |
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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 XXXX,  At the ACLU of Missouri, here’s what some of our New Year’s Resolutions look like:   * Joining the gym (really!) * Stopping the school-to-prison pipeline * Making Missouri a place where women want to work (and not be afraid of someone sexually harassing them and getting away with it) * Protecting privacy for all Missourians * Reforming racial profiling in policing * Recreating some of Mom’s best recipes (seriously, her cookies are no joke) * Sharing the stories of transgender Missourians across the state * Not drowning in emails and policy briefs   A new year also means a new legislative session. That starts today in Jefferson City.  We’re one of the busy organizations in Jefferson City. Each year, we track several hundred bills.  But most of our best work are things you’ll never hear about in the news, like the behind-the-scenes conversations that change minds and hearts. Often, our wins are bills that never see the light of the House or Senate floor.  Here’s some of our to-do list for 2018:  **Stopping children from being prosecuted as adults for crimes.** We’ve joined a broad coalition of organizations to raise the age for being charged as an adult for a crime from 17 to 18 years old. This can have a huge impact on the lives of young people by giving teens the access to rehabilitative services that the juvenile justice system provides. We support HB 1255 and SB 793.  **Ending racial profiling in Missouri**. We’re working to advance bills in the Missouri House and Missouri Senate that prioritize reducing racial disparities in policing and promoting accountable, collaborative, community-centered law enforcement. [We strongly support SB 828](https://www.aclu-mo.org/en/news/missouri-can-become-leader-public-safety-new-racial-profiling-bill).  **Stopping the shackling of pregnant, imprisoned women**. Shackling pregnant women is dangerous, inhumane and still legal for Missouri’s prisoners. We must stop it. We support HB 1627, which will make it illegal to shackle a pregnant woman before, during or after labor.  **Protecting privacy for all Missourians**. We believe in the constitutional right to privacy. Schools, employers and landlords must not force Missourians to reveal their social media passwords. That’s why we support HB 1358.  We need you in this fight for our rights. Watch your email inbox next week to find out how you can make a difference in Jefferson City this year.  Follow us on [Facebook](https://ms.clicks.actions.aclu.org/t/gcH1AAgbaTWDnQCD-sHHBbIP7aVMaQKE3faaaaLFgBNDASDraa?n=7_w72E2~amp;j=X1YrU5k0Y5~25y6Uif0-gu.ixa~amp;r=d~amp;3=) and [Twitter](https://twitter.com/aclu_mo) for the latest updates on the fight for civil liberties and [invite a friend to join our mailing list](https://ms.clicks.actions.aclu.org/t/gcH1AAgbaTWDnQCD-sHHBbIP7aVMaQKE3faaaaLFgBNDASDraa?n=7_w72E2~amp;j=X1YrU5k0Y5~25y6Uif0-gu.ixa~amp;r=a~amp;3=) so we can protect this rights of all Missourians in 2018.  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:** |
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