**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.** |
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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.” |
| Protect pregnant women in Missouri |

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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 XXX,  Expectant mother [Tara Rhodes](https://www.aclu-mo.org/en/node/157) was shackled. Her wrists were bound. Her ankles were cuffed together. She even had chains across her abdomen. During a time when most mothers are under a doctor’s care, Rhodes was bleeding, leaking fluids and shackled during a five-hour, 243-mile trip from Mississippi County to Vandalia, Missouri.  Four hours after she arrived at the Women’s Eastern Reception, Diagnostic and Correctional Center she was finally sent to a hospital. Her baby was deprived of oxygen too long to survive.  This horrific case is not an isolated incident in Missouri. In October 2015, [Megon Riedel](https://www.aclu-mo.org/en/node/134) sued Jackson County and three of its detention center officers after she was shackled, chained and transported nearly 200 miles while in active labor.  The ACLU of Missouri filed lawsuits on behalf of both these women. But it’s time we make sure that this never happens again in our state.  **Sign our petition and let legislators know this must stop.**  It’s time to pass House Bill 1627 and Senate Bill 803, which would make it illegal for corrections officers to shackle a pregnant woman before, during or immediately after labor.  Shackling women during childbirth is medically dangerous and unnecessary. No woman has ever tried to escape during labor. Ever.  Tell #MoLeg it’s time to protect women in Missouri. It’s time to pass House Bill 1627 and Senate Bill 803.  Yours,  Sara E. 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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