**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](mailto: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.” |
| Thank you for an amazing #ACLULobbyDay |

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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. |
| You made a difference in Jefferson City. Our work’s not done yet. Learn how you can help us make change. |

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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 XXXXX,  You showed up. You stood up. You made a difference.  At our “Voices for Liberty” Lobby Day on March 7, you met with 110 legislators (more than half of the Missouri Legislature!) to defend the rights of *all* Missourians.  Because of you, elected officials took action.  As a result of your efforts, we now have six new co-sponsors of legislation that the ACLU of Missouri fully supports. In fact, some of those bills moved last week.  Rep. Jean Evans’ legislation to [end childbirth in chains for pregnant prisoners](https://www.aclu-mo.org/en/news/protect-pregnant-women-missouri) was added on to HB 2026 and perfected in the Missouri House. Our [password protection bill](https://www.aclu-mo.org/en/news/protect-your-right-privacy), HB 1358, passed out of the Missouri House.  Our work isn’t over yet.  We need your help to get these bills turned into law.  We will host**a conference call and presentation on Wednesday, March 28 from 7- 8 p.m**. to provide updates on our legislation priorities. **You must**[**RSVP for the call**](https://myaccount.maestroconference.com/conference/register/I2HDO1WQN3RWSFK7)**.**  Let the Missouri Legislature know these issues of injustice are a priority. Sign our petitions now:   * [End Childbirth in Chains](https://action.aclu.org/petition/mo-protect-pregnant-women-prison?ms_aff=EM&initms_aff=EM&ms=180220_pregnant_in_prison&initms=180220_pregnant_in_prison&ms_chan=eml&initms_chan=eml) * [Protect Missourians’ Privacy](https://action.aclu.org/petition/mo-protect-pregnant-women-prison?ms_aff=EM&initms_aff=EM&ms=180220_pregnant_in_prison&initms=180220_pregnant_in_prison&ms_chan=eml&initms_chan=eml) * [Stop Racial Profiling](https://action.aclu.org/petition/mo_racial_profiling_law?ms=eml_180131_aff_MO)   Without you, there would be no lobby day. Thank you for defending the rights of *all* Missourians.  Yours,  Mustafa Abdullah, Justice Gatson and Sara Baker Policy and Outreach Team ACLU of Missouri www.aclu-mo.org |

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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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