**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.” |
| It’s time to stop sex-based discrimination 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. |
| Discrimination because of how we express our gender is based on outdated stereotypes, just like discrimination based on how men and women “should” dress or act.  It’s unlawful and has no place at work or at school. |

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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,  Discrimination because of how we express our gender is based on outdated stereotypes, just like discrimination based on how men and women “should” dress or act.  Sex-based stereotyping is unlawful and has no place at work or at school.  That’s why [we filed a friend-of-the-court (amicus) brief to the Missouri Supreme Court on behalf of two state of Missouri employees, Harold Lampley and Rene Frost](https://www.aclu-mo.org/en/news/womens-advocacy-groups-aclu-argue-favor-expanded-protections-sex-based-discrimination), claiming the right to be protected against sex discrimination.  The Supreme Court of the United States concluded that sex discrimination occurs whenever an employer takes an employee’s sex into account when making an adverse employment decision.  Courts have applied this principle to countless forms of employer bias, from cases involving a ban on hiring mothers of preschool-aged children to bias against Asian-American women to the failure to promote a Big Eight accounting firm partnership candidate because she was “macho.” Time and again, courts have refused to allow generalizations about men and women—or about certain types of men and women—to play any role in employment decisions. The Supreme Court of the United States has said generalizations about men and women because they are lesbian, gay, bisexual, or transgender are impermissible discrimination “because of sex.”  Homophobia and sexism are rooted in our culture’s gender hierarchy – the social rules that tell us how men and women “should” behave, that tell us masculinity is often “better” than femininity. It is within this framework that we often see the rights of LGBTQ people are attacked under the guise of policies created to “protect” women.  We know our struggles are intertwined.  It’s time our state ensures *all* Missourians the same protections when the Missouri Supreme Court hears the *Lampley v. Missouri Commission on Human Rights* case on April 25.  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:** |
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