**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.” |
| Join us for board election time at the ACLU. |
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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. |
| In June, members will have the opportunity to vote for board of trustees candidates in our annual election. |

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| **Side Box Content (Action & Event format only)** |
| |  | | --- | | Join us at an upcoming training webinar for LGBT rights in Missouri. (TBD \*\*\* This is the RSVP form we sent over on Monday.) | |

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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,  **It's election time for the ACLU of Missouri.**  All members of the ACLU have a right to vote in our annual board of trustees election.  Not a member? Here are our top three reasons to become a member of the ACLU of Missouri today (\*insert drumroll, please\*):   1. 3. Vote in our annual board of trustees election 2. 2. [Join us at Membership Conference 2018](https://aclu-de.org/news/save-the-date-aclu-membership-conference-2018/2018/03/27/) (This summer’s coolest conference in the nation!) 3. 1. Defend the Constitution and protect the rights of all Missourians by supporting our work   [**JOIN NOW!**](https://action.aclu.org/give/join-aclu-missouri?ms=web__aff_mo_menu_join)  As a member, you have the right to submit suggestions and nominations for board members. We must receive them by **Monday, May 7**. If you would like to learn more about the nomination petition process, please call us at [314-652-3114](tel:(314)%20652-3114).  This year, we will accept electronic and mail-in ballots. Online voting will be open from Thursday, June 7 to Tuesday, June 12. Written ballots must be received at our St. Louis office by June 12. All members will receive both an email and postal mail letter with election details by Thursday, May 31.  Thank you for your commitment to protect the rights of all Missourians.  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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