**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.)  63101, 63111, 63102, 63112, 63103, 63113, 63104, 63115, 63106, 63116, 63107, 63118, 63108, 63139, 63109, 63147, 63110, 63155, 63169, 63156, 63177, 63157, 63178, 63158, 63179, 63163, 63188, 63166, 63105, 63130, 63117, 63133, 63119, 63136, 63120, 63137, 63123, 63138, 63125, 63143 |
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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); lvehlewald@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.” |
| Be a watchdog |

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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 \*\*** |
| let our policy team know = mailto: [outreach@aclu-mo.org](mailto:outreach@aclu-mo.org) |

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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,  When the government watches you, who watches the government?  Surveillance technology used without rules is a threat to our civil liberties. The government should be held accountable when it gathers information on the private lives of Missourians.  The use of surveillance technology is growing. Across the nation, the government has tracked Black Lives Matter activists via their cell phones, fulfilled arrest and deportation warrants by stalking cell data, monitored who is coming in and out of mosques by snapping photos with automatic license plate readers, and even surveilled the everyday lives of our political leaders.  This is happening despite the fact that there's no evidence that increased surveillance leads to increased safety.  The right to privacy is guaranteed by the U.S. Constitution. The ACLU of Missouri will always be a watchdog when it comes to the government’s use of surveillance on its citizens.  That’s why we’re asking the Board of Aldermen in the city of St. Louis to pass Board Bill 66, a bill would require Board approval for any surveillance program.  [**If you live in the city of St. Louis, sign our petition to support privacy and government transparency**](https://action.aclu.org/secure/mo-support-privacy-petition?ms=eml_170905_aff_MO_support_privacy_petition&af=)**.**  For approval, authorities need to show the program protects the privacy and civil liberties of citizens, especially communities of color and other historically targeted groups.  If you see measures that call for more government surveillance in your area, tell our policy team.  Let St. Louis lawmakers know you’re watching them. [**Sign our petition to support privacy and government transparency**](https://action.aclu.org/secure/mo-support-privacy-petition?ms=eml_170905_aff_MO_support_privacy_petition&af=)**.**  Stay Vigilant,  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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