**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | Missouri |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **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 |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| From court rulings to the Missouri State Capitol, we’ve got your back |

|  |
| --- |
| **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. |
| Protecting the rights of LGBT Missourians is at the core of the work we do. |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| If you have a Pride event, please let us know so we can bring a booth in 2018 = mailto: outreach@aclu-mo.org. |

|  |
| --- |
| **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 XXXX,  We pride ourselves on the work we’ve done on behalf of the LGBT community in Missouri. From a case in the 1980s where we fought a law that made cross-dressing illegal in in St. Louis, to [*Barrier v. Vasterling*](https://www.aclu-mo.org/en/node/75), a Missouri case which earned all same-sex married couples the full rights of marriage, we’ve made sure protecting the rights of LGBT Missourians is at the core of the work we do.  Here’s some of the work we’ve done this year to protect the rights all Missourians:  [**Sharing the stories of transgender students**](https://action.aclu.org/secure/mo-hb98-bathroom-bill-testimony). When a state senator introduced legislation that would have required students to use the bathroom corresponding to their sex assigned at birth, Missourians across the state cried out. At the hearing for SB98, more than 100 people came to the Missouri State Capitol to testify against the bill. In one weekend, more than 300 people sent us stories about how this bill was wrong for Missouri. We shared them with legislators. Your voice stopped this bill from moving forward.  [**Arguing work discrimination applies to sex stereotypes, too**](https://www.aclu-mo.org/en/news/aclu-missouri-agrees-appeals-court-decision-sex-stereotype-discrimination-case). [We filed a friend-of-the-court legal brief in support of Harold Lampley and Rene Frost in a case against the state of Missouri](https://www.aclu-mo.org/sites/default/files/opinion_wd80288.pdf). The court’s decision makes it clear that it’s against the law to discriminate against someone if they’re not conforming to gender-based stereotypes – regardless of their sexual orientation.  **Rallying with you at Pride festivals across the state**. You showed up and so did we! We met thousands of you at Pride festivals in Kansas City, Mid-Missouri, Springfield, St. Charles and St. Louis. You joined our ranks as members and pledged your time as volunteers. If you have a Pride event, please let us know so we can bring a booth in 2018.  [**Launching our TEAP (Transgender Education and Advocacy Program**](https://www.aclu-mo.org/en/campaigns/transgender-education-and-advocacy-program)**)**. We know that the best advocates are often the people with lived experience of the issues they’re working on. This program will raise awareness about the challenges faced by the transgender community and barriers to equality in our state. We will lift up transgender leaders across Missouri and build a network of organizers committed to making our state more welcoming and inclusive.  We’re proud of what we’ve accomplished. We know there’s much work to be done in 2018 – but we couldn’t do it without you.  Yours,  Jeffrey A. Mittman Executive Director ACLU of Missouri |

|  |
| --- |
| **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:** |
|  |