**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 |

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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.” |
| When women win, everyone wins |

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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. |
| It has been both a difficult and landmark year for women’s rights and reproductive rights across the nation – and here in Missouri. |

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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 XXXX,  It has been both a difficult and landmark year for women’s rights and reproductive rights across the nation – and here in Missouri.  While we’ve seen the narrative around sexual harassment change in this nation because of women breaking the silence and saying #MeToo. In Missouri, we saw a rolling back of protection against these very acts as politicians in our state chose to pass [SB43, a law that protects workplace abusers and punishes victims of harassment and discrimination by leaving them open to retaliation](https://www.aclu-mo.org/en/news/statement-signing-sb43).  We know it’s been a tough year for reproductive rights in Missouri. This year’s abortion-focused special session in the Missouri Legislature was a direct attack on a woman’s right to choose. You agreed and turned out at the Missouri State Capitol for the People’s Special Session to tell #MoLeg to stop playing politics with women’s health with Senate Bill 5.  Here’s how we’re fighting for women in Missouri:  [**Suing to protect women’s health**](https://www.aclu-mo.org/en/news/planned-parenthood-and-aclu-go-court-protect-access-safe-legal-abortion-missourians). The ACLU and Planned Parenthood filed a lawsuit after the state passed Senate Bill 5, which are unnecessary and politically motivated restrictions on a woman’s ability to access abortion care. This law will result in three to four week delays for access to an abortion. Women in areas like Springfield will be forced to make a 300- to 400-mile round trip drive twice to a health center that provides abortion, rather than making their initial visit at a local health center (as they could prior to this law).  [**Taking on towns that target victims of domestic violence to court**](https://www.aclu-mo.org/en/news/aclu-sues-city-maplewood-nuisance-law-targets-domestic-violence-victims). We sued the city of Maplewood and challenged its unconstitutional nuisance law that forced a domestic violence survivor to move from her home because she called the police for help. After she was banished from Maplewood, her former boyfriend broke into her new home and stabbed her. She drove herself to the hospital without calling police because of her Maplewood experience. Laws like this silence crime victims, empower abusers and jeopardize community safety.  [**Stopping the shackling of imprisoned pregnant women**](https://www.aclu-mo.org/sites/default/files/pregnantshackling.pdf). We pushed for policy change in the Missouri Legislature to make it illegal to shackle a pregnant prisoner when she is in labor. We’re proud of the legislation that passed out of committees in both the Missouri House and Missouri Senate in 2017. We’ve also taken this issue up in the courts, where we  [filed a lawsuit on behalf of Tara Rhodes, a woman who shackled while in labor in Mississippi County. She lost her baby](https://www.aclu-mo.org/en/node/157). Stay tuned in 2018 for more ways you can help us stop shackling imprisoned, pregnant women.    We’re inspired by the work we’ve seen across the state for women’s lives. We know that the rights of millions of women are at stake. We’re not stopping our work. Thank you for fighting with us.  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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