**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 Nebraska |

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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.** |
| trichard@aclunebraska.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.” |
| Tampons Are Not a Luxury Item |

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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. |
| Incarcerated women in Nebraska are being charged sky high rates for tampons and pads and are frequently denied adequate supplies. We can stop this. Tell state leaders to end this unfair and disrespectful practice. |

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| **Side Box Content (Action & Event format only)** |
| Tampons and Pads are Not a Luxury  Tell Director Frakes to stop overcharging for basic hygiene items in Nebraska correctional facilities. |

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| **Hyperlinks for email message \*\*** |
| Action alert link |

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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 First\_Name:  This shouldn’t be happening.  As part of the ACLU’s focus on ending mass incarceration and reforming Nebraska’s prison systems, we’re examining the unique needs of women and girls incarcerated in Nebraska. Based on intakes to our office and additional research we have uncovered the shocking fact that women in Nebraska prisons and jails are sometimes going days without being able to change their tampons or pads.  **How did this happen? Nebraska prisons treat most tampons and pads as "luxury items" and charge sky high rates – sometimes double or triple what you would pay in the grocery store. Think this is ridiculous? So do we. We can change this by working together and speaking out. Tell the Nebraska Corrections Director Scott Frakes to stop charging for necessities like tampons and pads in Nebraska prisons. [link]**  Just check out these prices. A grocery store or pharmacy averages $0.10 per tampon. The Nebraska Correctional Center for Women charges $0.22 per tampon, which is a bargain compared to the $0.35 charged by Douglas and Lancaster Counties. **One woman told us she bled through her clothes for two days in county jail because she didn’t enter jail with money to pay for tampons and was denied enough pads to meet her needs.**  However shocking, this is only one piece of a bigger problem. Nebraska women, who are typically in jail or prison for a nonviolent offense like drug possession, routinely lack access to health care. Our office heard from women who have waited for months to access mental health and medical care. One woman told us she had a three-month long menstrual cycle before she was provided with basic care. She still has not been provided with any information about what the ultrasound discovered. Unbelievable.  The racial discrimination we see throughout our criminal justice system is on full display for women of color. Black women, Latinas, and Native American women are all overrepresented in Nebraska’s prison system. One in ten Nebraska women is a woman of color, yet three in ten women in Nebraska’s prisons are women of color.  For a woman who is parenting, there are even more concerns. Jails charge outrageous prices to make phone calls–keeping parents from maintaining a meaningful relationship with their children. The reality of modern-day debtors’ prisons means that women are kept in county jails for months at a time, often without the opportunity to have contact with their children.  **Women in Nebraska are facing the consequences of a failed war on drugs, criminalization of the poor, racial discrimination, and a lack of basic health services. You can improve the conditions for women in Nebraska’s prisons today by sending an email to Director Frakes.**  Nebraska’s system of mass incarceration is in desperate need of smart reforms. Some reforms will take a lot of time and money, but making tampons and pads free in prisons should happen without delay.  Thanks for raising your voice in support of Nebraska women. This is about gender equity, reproductive justice, and the rights of our Nebraska neighbors who are incarcerated to be treated with basic dignity and respect.  Let's do this-  Danielle Conrad  Executive Director |

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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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