**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of New Mexico |

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| **Mailing Date:** | 1/17/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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** |
| [mmccoy@aclu-nm.org](mailto:mmccoy@aclu-nm.org), [msandoval@aclu-nm.org](mailto:msandoval@aclu-nm.org) |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| Images attached  Please use a stock image  No image |

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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.” |
| According to NM law, abortion is still a crime. |

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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. |
| A law criminalizing abortion is still listed in NM state law. Let’s change that. |

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| **Side Box Content** |
| Remove side box  Include side box |

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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's one thing you want your recipient to pick up on, it's 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. |
| Did you know that before the landmark Roe v. Wade case in 1973, New Mexico enforced a law that criminalized abortion statewide? Even though abortion has been legal in all 50 states for the past 45 years, New Mexico still has old language criminalizing abortion on its books. It’s time we changed that.  [Sign our petition to demand that New Mexico strike this outdated language from our law books.](https://action.aclu.org/secure/NM_Decriminalize_Abortion)  The New Mexico legislative session kicked off this week, and we’re dedicated to protecting a woman’s right to make personal decisions about her reproductive health without shame or interference from the Government. Along with our allies, we’re advocating for a bill that would erase all trace of criminalized abortion from New Mexico state law.  But this legislative session is only 30 days this year and primarily addresses the state budget. In order to strike the criminal abortion law from our books we need the governor to put our decriminalization bill on the agenda. Please sign our petition to the governor to send her a clear message that it’s time to clean up our law books and show that New Mexico will never again criminalize **a woman’s personal decision about abortion**  Sincerely,  Erin Armstrong, ACLU of New Mexico Reproductive Rights Attorney |