**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 Oregon |

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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.** |
| sarmstrong@aclu-or.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.” |
| Join the fight in Oregon! |

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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. |
| Join us in June in Salem! |

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| **Side Box Content (Action & Event format only)** |
| 2018 “We The People” Conference  Saturday, June 23 8:30 a.m. – 4:30 p.m.  Salem Convention Center  200 Commercial St. SE,  Salem, OR 97301  Register Now! |

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| **Hyperlinks for email message \*\*** |
| https://action.aclu.org/event/or-2018-conference |

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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 (Supporter/First name)  I am excited to announce that one of the country’s most prominent and fearless immigrant-rights activists will be joining us at the conference!  **Maru Mora Villalpando** is the founder of Northwest Detention Center Resistance and has been battling Immigration and Customs Enforcement (ICE) in the Pacific Northwest for years. She was recently targeted for deportation by the Trump administration after publicly speaking out the agency’s cruelty towards immigrants. Maru is an inspirational and courageous civil rights fighter and you won’t want to miss her keynote speech!  RSVP now to join us in Salem on June 23! >> (link)  The workshops and training sessions at the statewide conference will focus on skill development, issue analysis, and building advocacy strategies to make Oregon a better place for everybody. You’ll learn how to effectively push lawmakers, help prepare for ballot measure fights against the anti-immigrant IP 22 and the anti-choice IP 1. We will also offer briefings on district attorney accountability, reproductive justice, homelessness issues, digital privacy, and other important civil rights and civil liberties topics.  Click here to register! >> (link)  Join civil rights and civil liberties supporters from across the state, and come away with inspiration and practical skills to help make your community a better place!  Jazmin Roque  Statewide Organizer  ACLU of Oregon |

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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:** |
| Join the @aclu\_or in Salem on June 23 for a full day of workshops, training, and community building, plus a keynote from fearless immigrant rights leader Maru Mora Villalpando! https://action.aclu.org/event/or-2018-conference |