**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.” |
| Even we were surprised by this |

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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. |
| Tell your DA you want to know where they stand |

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| **Side Box Content (Action & Event format only)** |
| Take Action: Where does your district attorney stand on important criminal justice issues? |

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| **Hyperlinks for email message \*\*** |
| <https://theyreporttoyou.org/take-action/contact-your-district-attorney> |

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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,  Last month, we asked all 36 of Oregon’s elected district attorneys (DAs) to publicly share their views on important issues in the criminal justice system. For instance, what are their stances on jailing material witnesses, non-unanimous jury convictions, and how young people are treated under Measure 11?  How does your elected district attorney stands on key issues?  Unfortunately,DAs are refusing to share their positions. We were surprised, because DAs are elected officials that answer to the voters, so shouldn’t they be more transparent with the public about their policy positions?.  Please tell your elected DA that you have a right to know which policies they support. You are their constituent, and you care about the criminal justice system.  [Take Action: Ask your DA to share their policy positions.](https://theyreporttoyou.org/take-action/contact-your-district-attorney)  District attorneys, like any other elected official, should be open about their positions on crucial issues. We launched They Report to You to help mobilize grassroots power in Oregon around these powerful players in our local criminal justice system.  Transparency around these important questions is a crucial first step toward building a justice system that is fair, safe, and effective. [Please take action today.](https://theyreporttoyou.org/take-action/contact-your-district-attorney)  Sincerely,  Daniel Lewkow  Campaign Manager, They Report to You 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:** |
| DAs should be transparent about their policies. I asked my #Oregon DA to share their positions on material witnesses, non-unanimous juries, and youth under Measure 11. https://theyreporttoyou.org/take-action/contact-your-district-attorney #cjreform #orpol |