**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.) |
| Portland Metro:  97204,97207,97208,97228,97238,97240,97242,97251,97253,97254,97256,97280,97282,97283,97286,97290,97292,97293,97294,97296,97201,97209,97205,97214,97227,97232,97258,97239,97212,97221,97202,97215,97210,97213,97211,97206,97219,97217,97281,97298,97225,97269,97216,97218,97222,97266,97220,97005,97075,97076,97077,97291,97229,97078,97203,97268,97008,97034,97223,97035,97036,97267,97086,97233,97236,97230,97006,97003,97027,97224,97015,97007,97062,97024,97030,97068,97089,97140,97124,97080,97060,97045,97070,97231,97123,97009,97113,97132,97002,97013,97133,97022,97004,97020,97042,97053,97032,97056,97115,97106,97137,97051,97018,97055,97010,97071,97125,97127,97019,97114,97119,97116,97017,97109,97117,97026,97111,97023,97148,97054,97362,97373,97038,97144,97064,97011,97305,97128,97375,97303,97101,97381,97048,97304 |

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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](mailto:sarmstrong@aclu-or.org), [sarahjeanarmstrong@gmail.com](mailto:sarahjeanarmstrong@gmail.com) |

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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.” |
| The worst part about censorship is ██████ |

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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. |
| Local artists explore free expression at our Uncensored Celebration on 9/21! |

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| **Side Box Content (Action & Event format only)** |
| Uncensored Celebration  Thursday, September 21  Lagunitas Community Room  237 NE Broadway Portland, Oregon 97232  [Get Tickets](https://action.aclu.org/uncensored) |

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| **Hyperlinks for email message \*\*** |
| <https://action.aclu.org/uncensored> |

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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/Supporter),  Join us on Thursday, September 21 for a rad evening that includes all the things that make a stellar night out – supporting a great cause, art, good company, better food, and beer! Admission is only $13 and includes two drink tokens and pizza!  [Buy your tickets to the Uncensored Celebration now!](https://action.aclu.org/uncensored)  The Uncensored Celebration is an art show benefit for the ACLU of Oregon in honor of free expression and featuring posters designed by awesome local artists! Meet the artists and purchase some amazing work - $20 for digital prints and $80 for limited edition screen prints until they sell out. Or get in the running to win four tickets to attend the Weeknd’s October 6, 2017 concert in a luxury box at the Moda Center.  [GET TICKETS: Pre-sale tickets come with a special gift from our partners at Chinook Book!](https://action.aclu.org/uncensored)  We hope you will join us!  Sincerely,  ACLU of Oregon  Presented by the ACLU Foundation of Oregon, and made possible through the generous support of HDi Equality for All Foundation (Contest Partner); Chinook Book (Media Partner); Heart Pizza (Food Partner); Lagunitas (Event and Beverage Partner); and Pacific North Press (Printing Partner).  THIS EVENT IS EXCLUSIVELY OPEN TO AGES 21 AND UP. |

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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:** |
| The worst part about censorship is █████  @ACLU\_OR & local artists explore free expression at Uncensored on 9/21: https://action.aclu.org/uncensored |