**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 \*\*** | South Dakota |

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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.** |
| [jfarley@aclu.org](mailto:jfarley@aclu.org), [ajorgensen@aclu.org](mailto:ajorgensen@aclu.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.” |
| This isn’t your ordinary summer camp! |

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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. |
| The ACLU’s Summer Advocacy Institute will bring together the next generation of social justice advocates. |

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| **Side Box Content (Action & Event format only)** |
| Don’t wait! The application deadline is May 20. |

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| **Hyperlinks for email message \*\*** |
| Program overview link: <https://www.aclu.org/issues/aclu-summer-institute>  Application link: <https://action.aclu.org/legal-intake/summer-institute-application>  Financial aid information link: <https://action.aclu.org/legal-intake/summer-institute-financial-aid-application> |

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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. |
| What are you doing this summer? The ACLU’s Summer Advocacy Institute isn’t your ordinary summer camp. Rather it’s an opportunity for students entering their junior and senior years of high school to participate in an advanced, firsthand learning experience for the next generation of social justice advocates.  Through an intensive eight-day program (July 18-25, 2018) in Washington D.C., students will learn directly from lawyers, lobbyists, community activists, and other experts working to defend the civil rights and liberties critical to a free and open society. In classroom sessions, lectures, and daily debates, students will explore the complex nature of defending and advancing civil liberties as well as examine the importance of these freedoms in our current society.  Sound like something you’re interested in? Apply today! Financial aid is also available. |

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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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