**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | Heather Smith on behalf of the ACLU of South Dakota |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 9/14/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **Testers and Reviewers** |
| jpetersen@aclu.org |

|  |
| --- |
| **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 |

|  |
| --- |
| **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.” |
| You’re Invited to Cheers to Liberty! |

|  |
| --- |
| **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 for an event to benefit the ACLU of South Dakota. |

|  |
| --- |
| **Side Box Content** |
| Remove side box  Include side box  Consider sponsorship! As one of the Leadership Sponsors, you or your organization will help pave the way for others in the community by attending as special guests of the event. A variety of sponsorship opportunities are available. |

|  |
| --- |
| **Hyperlinks for email message** |
| https://www.aclusd.org/en/events/cheers-to-liberty  https://www.aclu.org/blog/mass-incarceration/smart-justice/i-spent-more-6-years-prison-now-im-deputy-director-aclus  https://action.aclu.org/secure/sd\_2016\_cheers\_to\_liberty?ms=eml\_170417\_aff\_SD\_&af= |

|  |
| --- |
| **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. |
| Friends,    We invite you to join the ACLU of South Dakota and over 200 influential community and business leaders for cocktails, conversation, and to raise funds to support the critical mission of the ACLU in our state. Purchase your tickets today!  **Cheers to Liberty will feature keynote speaker** Bill Cobb**, Deputy Director of the ACLU Smart Justice Campaign**. Cobb is a seasoned political mobilizer focused on reentry and a person who spent six years of his life incarcerated. In his role as Deputy Director of the ACLU’s Campaign for Smart Justice, his goal is to confront, erode, and end mass incarceration in the United States.  You won’t want to miss what he has to say!    Cheers to Liberty  Thursday, October 26 Hilton Garden Inn Downtown  201 East 8th Street  Sioux Falls, South Dakota    **5 p.m.** - Social & Hors d'oeuvres **6:30 p.m.** - Presentation **7 p.m.** - After Party  **(Purchase Tickets)**  We look forward to seeing you there.  Sincerely,  ACLU of South Dakota |
|  |
|  |