**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 \*\*** | Vermont |

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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.** |
| kconnizzo@acluvt.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.” |
| Get to know the most powerful elected official you’ve never heard of |

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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 most powerful person in Vermont’s criminal justice system is your state’s attorney. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.acluvt.org/en/campaigns/most-powerful-person-criminal-justice-system>  (unpublished; will need to log in to view until 6/5) |

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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:  When it comes to the criminal justice system, no public official has more power and less accountability than a prosecutor.  In Vermont, our prosecutors are called state’s attorneys, and they exercise enormous control over the lives of Vermonters entangled in the criminal justice system. They choose who gets charged with a crime and who is free to go, who gets diversion for treatment for mental illness or addiction and who goes to prison instead. They choose whether to prosecute police officers and government officials for misconduct.  And yet, for all the power they wield, the central role of prosecutors in the criminal justice system is not widely understood. If we’re going to win criminal justice reform, that needs to change, and we need your help.  Please watch this short video about the role of elected prosecutors and share it with your networks. **Let’s make sure every Vermonter understands the important role of state’s attorneys** – so we can work together to hold them accountable.    Today, as part of our **Smart Justice Vermont** campaign, the ACLU sent surveys to the (#) candidates running for state’s attorney in Vermont, asking them to share their views on key issues like Vermont’s response to the opiate epidemic, police accountability, and racial disparities in Vermont’s criminal justice system. We will be posting their responses verbatim on our website so that voters can engage with their state’s attorneys on the issues and make an informed choice on election day.  State’s attorneys have a huge amount of power, but they’re also elected officials who are accountable to voters. That means you have a lot of power too. |

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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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