**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 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.** |
| [jlyall@acluvt.org](mailto:jlyall@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.” |
| Why Smart Justice? |

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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. |
| A personal account of what’s at stake in criminal justice reform |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| [**2018 Voter Guide**](http://www.acluvt.org/candidates)  [Add link to blog on Monday] |

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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 \_\_\_\_\_\_\_\_\_\_\_\_\_,  Thanks to your support, the ACLU of Vermont’s Smart Justice campaign is gaining momentum—last week, we published our [**2018 Voter Guide**](http://www.acluvt.org/candidates), with detailed information on Vermont state’s attorney candidates, and we’re following it up with public education events statewide, including an upcoming candidate forum ahead of Vermont’s August 14 primary (more on that soon).  But in the midst of all this activity we want to pause for a moment to reflect on **why our prosecutor accountability work is so critical** and about the devastating human impact our country’s addiction to incarceration has on the lives of real people and their families.  That’s why I’m excited to share with you **this short account** by our friend and colleague, Ashley Sawyer, about her experience as a formerly incarcerated Vermonter. Ashley knows firsthand how broken our criminal justice system has become and what we need to do to change it.  **Please take a moment to read Ashley’s blog**, **“The Power of the Prosecutor: A Personal Account.”**  We hope you will continue supporting Smart Justice Vermont this election year and beyond—for now, please read and share our [**2018 Voter Guide**](http://www.acluvt.org/candidates), and don’t forget to vote!    Thanks for all you do,  Nico Amador  Community Organizer  ACLU of Vermont Smart Justice Vermont is a nonpartisan campaign of the ACLU of Vermont. The ACLU of Vermont does not endorse or oppose candidates for office. |

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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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