**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.” |

The Vermont legislature is back!

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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 top legislative priorities for Vermont in 2018

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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 [Name],  Vermont’s legislature is back in session, and when it comes to civil rights there’s a lot at stake this year. Working with legislators, allied organizations, and ACLU members and supporters, we’re pursuing an ambitious agenda to protect and advance the rights and liberties of all Vermonters.  **Criminal Justice Reform**  Vermont sends far too many people to prison for too long—at a cost to taxpayers of more than $100 million annually—and incarcerates Black men at a higher rate than any other state. Together, we can cut Vermont’s prison population **in half** and address racial disparities through bail reform, changes to sentencing laws, and by holding local prosecutors accountable. We’re already working on a number of pending bills that can make a big difference—please stay tuned for more.  **Open Government Reform**  Transparency is key to safeguarding public trust in government, but the Center for Public Integrity gives Vermont an ‘F’ in access to public information. That’s why the ACLU and our partners are working to reform Vermont’s public records law to ensure our government is more transparent and accountable to the public.  **Stronger Privacy Protections**  With new technologies come new threats to our privacy, and the ACLU is fighting to strengthen Vermonters’ privacy protections—by prohibiting Vermont from assisting the federal government in collecting electronic data without a warrant, limiting police access to millions of Automatic License Plate Reader images, and requiring private companies that collect personal data to better protect Vermonters’ private information.  **A Vermont That Works for Everyone**  This year, we have tremendous opportunities—and a great responsibility—to invest more in healthy families and communities. The ACLU is advocating for Vermont to raise the minimum wage, pass paid family leave, establish universal primary care, and prioritize investment in mental health care. And, we’ll be urging the legislature to implement the recommendations of its racial justice panels, including a K-12 ethnic studies curriculum in public schools.  At a time of extreme national division, we must stand united to build a Vermont where everyone’s rights are respected. Throughout the legislative session we will be calling on you, asking you to stand up and speak out. Together, we can make that vision a reality.  Thank you,  Chloé White Policy Director  ACLU of Vermont |

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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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