**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.) |
| Chittenden, Washington, Addison Counties: 05401, 05403, 05404, 05408, 05444, 05445, 05446, 05452, 05461, 05462, 05465, 05468, 05477, 05482, 05489, 05495, 05405, 05439, 05601, 05602, 05603, 05604, 05609, 05620, 05633, 05640, 05641, 05647, 05648, 05649,05650, 05651, 05654, 05658, 05660, 05663, 05664, 05666, 05667, 05670, 05671, 05673, 05674, 05676, 05677, 05678, 05681, 05682, 05443, 05456, 05491, 05469, 05472, 05473, 05487, 08491, 05740, 05753 |

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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.” |
| ACLU Smart Justice Vermont launch @ ArtsRiot, Burlington |

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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. |
| Together we can cut Vermont’s incarcerated population in half. |

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| **Side Box Content (Action & Event format only)** |
| **Smart Justice Vermont Launch**  Featuring speakers Bill Cobb, National ACLU Smart Justice Campaign Deputy Director and slam poets Muslim Girls Making Change  **ArtsRiot** 400 Pine Street Burlington, VT 05401  Doors at 6:30, Presentations begin at 7:00 pm Food and drink available for purchase  RSVP on Facebook |

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| **Hyperlinks for email message \*\*** |
| https://www.facebook.com/events/272521483276222/ |

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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],  Please join us Wednesday, January 24th at ArtsRiot in Burlington to celebrate the launch of **SMART JUSTICE VERMONT,** theACLU of Vermont’s statewide campaign for criminal justice reform aimed at cutting our incarcerated population in half through legislative reforms, prosecutorial accountability, and advancing racial justice in Vermont.  **BILL COBB**, national advocate for the rights of formerly incarcerated people and Deputy Director of the ACLU’s Nationwide Campaign for Smart Justice and slam poets **MUSLIM GIRLS MAKING CHANGE** will join us to speak out on the tremendous social costs of sending people to prison, racial and economic inequities in our justice system and how you can be involved in ending mass incarceration and fighting for solutions in our state.  Please RSVP on Facebook today. Hope to see you there!  Nico Amador  Community Organizer  **About our speakers:**  **Bill Cobb, Deputy Director ACLU Campaign for Smart Justice**  Bill has 16 years of advocacy experience and 7 years of experience in political organizing. Bill is a U.S. Air Force Veteran of Operation Desert Storm who served time in Pennsylvania State Prisons in the 90’s. Since being released from prison in 2000, Bill has been a community activist fighting for the rights of formerly incarcerated people. He founded an organization that fights systemic discrimination aimed against people living with arrests and convictions and led campaigns to register formerly incarcerated people to vote.    **PictureMuslim Girls Making Change** Muslim Girls Making Change (MGMC), a youth slam poetry group created Kiran Waqar, Hawa Adam, Lena Ginawi, and Balkisa Abdikadir, is dedicated to social justice through poetry. Tired of having their voices ignored by older generations, they turned to slam poetry to be heard and to make a change. Since forming, they have competed at international levels, won numerous awards, and help lead local and nation initiatives. |

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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:** |
| 1/24 @ArtsRiot in #BTV: @ACLU\_VT launches Smart Justice campaign w/national advocate Bill Cobb & @MGMC\_VT. See you there! |