**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Vermont |

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| **Mailing Date:** | **11/5/2017** | **Flexibility:** | ☐ Can't be moved  x Slightly moveable, up to 3 days ☐ Moveable, 3 to 5 days |

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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.) |
| [Addison, Washington, & Windham Counties] 05443, 05456, 05469, 05472, 05473, 05487, 05491, 05669, 05734, 05740, 05747, 05748, 05753, 05760, 05766, 05769, 05770, 05778, 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, 05101, 05141, 05146, 05148, 05154, 05155, 05158, 05159, 05301, 05302, 05303, 05304, 05341, 05342, 05343, 05344, 05345, 05346, 05351, 05353, 05354, 05355, 05356, 05357, 05358, 05359, 05360, 05362, 05363 |

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| **Testers and Reviewers** |
| [kconnizzo@acluvt.org](mailto:kconnizzo@acluvt.org); |
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| **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. |
| x Images attached Please use a stock image  No image |

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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.” |
| Refugees vs. Militarized Borders |

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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. |
| Join us for a discussion with Todd Miller on his book Storming the Wall: Climate Change, Migration, and Homeland Security. |

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| **Side Box Content** |
| Remove side box x Include side box  Storming the Wall: Climate Change, Migration, and Homeland Security Reading and Discussion with author Todd Miller  November 6th, 4:30pm Middlebury College Middlebury   November 7th, 5:30pm Unitarian Universalist Church Montpelier  November 8th, 3:30pm School for International Training (SIT) Brattleboro |

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| **Hyperlinks for email message** |
| Link to FB event: https://www.facebook.com/events/2004010526480977/ |

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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'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. |
| Dear \_\_\_\_\_\_\_\_\_\_\_\_\_,  Droughts, fires, and floods are driving ever-larger numbers of people to cross national borders. At the same time, highly militarized border armies are being deployed to stop them.   This week, author and journalist Todd Miller is coming to Vermont to talk about his book *Storming the Wall: Climate Change, Migration and Homeland Security.* The ACLU of Vermont joins 350 Vermont, the Unitarian Church of Montpelier, and Migrant Justice in sponsoring these important conversations about the flashpoint where our militarized borders meet refugees in crisis. *Storming the Wall* makes the case for both international solidarity and ecological restoration, not border militarization, as the best way to achieve sustainability and security.  Todd will be in Middlebury on November 6th, Montpelier on November 7th, and Brattleboro on November 8th. [Visit the event page on Facebook](https://www.facebook.com/events/2004010526480977/) for more details and to RSVP.  -ACLU of Vermont  VT-Anniversary-50-V01.jpg |