**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU of Virginia |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 3/28/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **Testers and Reviewers** |
| Bill Farrar – [bfarrar@acluva.org](mailto:bfarrar@acluva.org) |

|  |
| --- |
| **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. |
| Images attached  Please use a stock image  No image |

|  |
| --- |
| **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.” |
| Coming Soon Near You: 2nd Annual ACLU of Virginia Member Forums! |

|  |
| --- |
| **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. |
| Please come hear about our immediate priorities for protecting and expanding civil liberties in Virginia, as well as what we have in store for the long game. Most importantly, we want to hear from you about what is happening in your community. |

|  |
| --- |
| **Side Box Content** |
| Remove side box  Include side box  We are holding five member forums scheduled across Virginia this year.  **Register Now!** |

|  |
| --- |
| **Hyperlinks for email message** |
| Register Now for a Member Forum in Your Area! - https://action.aclu.org/webform/va-2018-member-forum-registration |

|  |
| --- |
| **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. |
| Friends –  We had such a great conversation with members from all over Virginia during our inaugural ***Member Forums*** in 2017 that we just had to keep it going! Here come the ***2nd Annual ACLU of Virginia Member Forums!***  We are hosting ***Member Forums*** this year in five locations that represent an even broader tour of the state than we undertook our first time out. At these events, we will share our vision and try to empower everyone to engage locally in the effort to defend civil liberties and advance civil rights. Learn what you can do to help advance our goal of securing freedom and equality for all in the Commonwealth.  But we also want to hear from you. We want to know about civil rights issues you face wherever you live and no matter who you are. Whether your problems are related to discrimination, voting rights, the criminal justice system, access to abortion, overly aggressive law enforcement, censorship and denial of free speech rights, school to prison pipeline, government that is closed to public scrutiny, privacy and surveillance, or something else, we want to hear about it.  Here are the dates and locations we have scheduled so far:   * **Wytheville**   Wednesday, May 23, 7-8:30 p.m.  Wytheville Community College  Grayson Hall, Snyder Auditorium  1000 East Main Street, Wytheville, Va. 24382   * **Danville**   Thursday, May 24, 7-8:30 p.m.  Glenwood Community Center  1550 Halifax Rd, Danville, Va. 24540   * **Newport News**   Wednesday, June 6, 7-8:30 p.m.  Christopher Newport University  Freeman Center, Meeting Room 202  1 University Pl, Newport News, Va. 23606  Stay tuned for news about additional ***Member Forums***to be held in Richmond and the Shenandoah Valley this fall!  Space is limited at each location, so please register early!  [**Register Now for a Member Forum in Your Area!**](https://action.aclu.org/webform/va-2018-member-forum-registration)  Sincerely,  ACLU of Virginia  Note: ACLU of Virginia member forums are not affiliated with, endorsed, or sponsored by the venues, organizations or institutions at which these events are being held. |
|  |