**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU-VA |

|  |
| --- |
| **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 \*\***  **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.** |
| bfarrar@acluva.org |

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

|  |
| --- |
| **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.” |
| Limited Seating Still Available for ACLU-VA Annual Meeting & Police Reform Panel Discussion |

|  |
| --- |
| **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 of Virginia invites members to join us for a robust discussion of the need for sensible, goal-focused police reform. |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| **Reforming Our Democracy Series: Reforming the Police**  Saturday, Sept. 9, 1-4 p.m.  Maggie L. Walker Governor’s School  1000 N. Lombardy Street, Richmond, Va. 23220  **Free - Reserve Your Seat Now!**  https://acluva.org/wp-content/uploads/2017/07/police-accountability-e1499967329590.png |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| Reserve Your Seat Now! - <https://acluva.org/policereform/>  Campus Map - <http://bit.ly/MaggieWalkerGSMap> |

|  |
| --- |
| **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. |
| Join us for the ACLU of Virginia 2017 Annual Member Meeting and Reclaiming our Democracy: Reforming the Police Panel Discussion on **Saturday, September 9**. This event is co-sponsored by Richmond Peace Education Center.  **ACLU of Virginia 2017 Annual Member Meeting and Panel Discussion** Saturday, Sept. 9, 1-4 p.m. Maggie L. Walker Governor’s School 1000 North Lombardy Street Richmond, VA 23220 [Campus map](http://bit.ly/MaggieWalkerGSMap)  **Itinerary:**  1-1:30 p.m. | Refreshments and networking 1:30-1:45 p.m. | Introductions by ACLU of Virginia and Richmond Peace Education Center 1:45-2 p.m. | ACLU of Virginia’s Year in Review 2-3:30 p.m. | Panel discussion by ACLU of Virginia and police practices experts 3:30-4 p.m. | Post panel question and answer opportunity  Moderator:  Claire Guthrie Gastañaga, Executive Director, ACLU of Virginia  Panelists:  **Osita Iroegbu**, 2017 Governor’s Fellow; journalist; graduate student, VCU  **Wornie Reed**, Ph.D., professor of sociology and Africana studies; director of Race and Social Policy Research Center, VA Tech  **Philip Thompson, esq**., president, Loudoun County Branch NAACP  Limited seating is still available. Parking is available on campus. Please contact us if you have accessibility needs.  **Questions?** Call 804-644-8022 or email[acluva@acluva.org](mailto:%20acluva@acluva.org). |

|  |
| --- |
| **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:** |
| Join @acluva & @PeaceCenter\_RVA on 9/9 in #RVA to discuss sensible, goal-oriented reforms to VA policing. Details: acluva.org/PoliceReform |