**EMAIL SET-UP**

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| **Affiliate Name** | West Virginia (50) |

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| **Mailing Date:** | 1/10/2018 | **Flexibility:** | Can't be moved  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.) |

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| **Testers and Reviewers** |
| [jcohen@alcuwv.org](mailto:jcohen@alcuwv.org)  [mkennedy@acluwv.org](mailto:mkennedy@acluwv.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. |
| 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.” |
| The 2018 Legislative Session is underway in West Virginia |

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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. |
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| **Side Box Content** |
| Remove side box  Include side box |

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| **Hyperlinks for email message** |
| http://acluwv.org/civil-fights-2018-legislative-rundown/ |

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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 ACLU of West Virginia Family,  It’s official - the 2018 Legislative Session is underway in West Virginia.  Whether working for or against particular legislation, we expect to have our hands full this year. We’ll be pushing bills on issues related to bail reform, regulating civil asset forfeiture, net neutrality, establishing an independent redistricting commission and banning conversion therapy.   Additionally, we expect to face an attack on civil liberties through the introduction of bills attacking your constructional rights. These include efforts to eliminate Medicaid funding for abortion, unfairly targeting the transgender community with a bathroom bill and allowing businesses to openly discriminate against the LGBTQ community to name a few.   While this list isn’t exhaustive, head over to our [blog](http://acluwv.org/civil-fights-2018-legislative-rundown/) to learn more about some of the offensive and defensive measures we expect to face this session.   Now more than ever, we need your help to continue protecting against the erosion of civil liberties in West Virginia. Stay tuned and stay activated. If you haven’t, like us on Facebook and follow us on Twitter to receive the most up-to-date info on ways you can make a difference.   The future is ours to claim - let’s take a stand together.  Onward Together,  [**ACLU of West Virginia**](http://acluwv.org/) |