**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 \*\*** | Wisconsin |

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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 \*\***  **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.** |
| cbowers@aclu-wi.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.” |
| Wisconsin ends solitary confinement for kids |

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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. |
| Lincoln Hills lawsuit settlement provides critical protections for children |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/sharer/sharer.php?u=https%3A//www.facebook.com/ACLUofWi/>  aclu-wi.org |

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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. |
| We did it: we’re stopping solitary confinement for kids in Wisconsin. Courageous young people who were being held at the youth prison in Wisconsin, represented by the ACLU of Wisconsin, Juvenile Law Center, and the law firm Quarles & Brady, sued last year to stop harmful, punitive tactics like solitary confinement and pepper spray. The Wisconsin Department of Corrections has agreed to settle the case.  You might have already heard that the state legislature has made plans to close Wisconsin's infamous Lincoln Hills and Copper Lake youth prisons, but our breakthrough still matters. It will take years to close these facilities, and we need to protect these children now – and work to make sure those harmful practices don’t come back in the future.  Until we brought our case, Wisconsin was one of the worst states in terms of how it treated youth in its prisons – with just about the most extensive use of solitary confinement. The settlement will help fix these problems. It will include:   * no more punitive solitary confinement within 10 months of when the court approves the settlement,, and strict limits on other use of solitary confinement; * phasing out the use of pepper spray; * strict limits on handcuffing youth and other restraints, like belly chains, and an end to cuffing youth to objects like tables. The use of these restraints will be the **exception**, not the rule; * no strip searches without specific, individualized justification; * all staff in the facilities will receive de-escalation training; * outside monitoring and inspection, with the ability to interview youth, to ensure that the prisons meet the terms of this agreement.   Lincoln Hills and Copper Lake should give young people who have made mistakes a chance to learn, overcome them, and become productive members of society. This settlement agreement takes a step in that direction.  Thank you for supporting the ACLU of Wisconsin as we do this work to end excessive and extreme punishments, and to make us safer by taking a smarter approach to justice.  Sincerely,  Chris Ott  Executive Director |

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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:** |
| https://twitter.com/home?status=Settlement%20reached%20in%20Lincoln%20Hills%20lawsuit.%20https%3A//twitter.com/ACLUofWisconsin%20aclu-wi.org |