**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 \*\*** | ACLU of 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.” |
| We got it done! The Milwaukee Police must end their unconstitutional stop and frisk practices |

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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. |
| MPD agree to work to end racial profiling! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclu-wi.org/>  <https://www.facebook.com/ACLUofWi/> |

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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. |
| Dear [Member],  The ACLU’s lawsuit against the Milwaukee Police Department and court ordered settlement agreement just sent a message to the whole country demanding fairness and equal treatment in policing.  **You can watch a question and answer session about the settlement that Milwaukee police agreed to on Facebook here:** [facebook.com/ACLUofWi](https://ms.clicks.actions.aclu.org/t/gcha4rSVJgQBOVmHEBtaabaaaaaaBMIBVFnaa?n=8@u&l=cnhushels_hVsnFpp.hyZ&s=6-m&4=)  It’s been a long road, but last year, the ACLU, the ACLU of Wisconsin, and the law firm of Covington Burling LLP helped a group of people of color from all walks of life—including a military veteran, a student, a member of the Wisconsin legislature, and a grandmother — bring a federal case challenging the Milwaukee Police Department’s unlawful stop-and-frisk practices.  Our clients sued because they had been stopped or searched by Milwaukee police while doing nothing wrong. This is part of a much larger pattern of baseless police stops and frisks focused on racial and ethnic profiling in Milwaukee for more than a decade.  The lawsuit has resulted in an agreement involving the most comprehensive reforms in the modern history of the Milwaukee Police Department. The court ordered settlement agreement requires the Milwaukee Police to immediately stop unfairly targeting communities of color, and to respect the constitutional rights of all people.  A few of the specific requirements include:   * improved training, supervision, and discipline of officers on issues related to stopping and frisking people; * collection and public release of data to make sure that police are identifying and correcting unlawful stops and frisks; * an advisory board to seek community input on police department operations to improve trust between law enforcement and city residents, consult with Plaintiffs on changes and additions to Committee membership, and seek diverse representation on the Committee   These reforms represent a major breakthrough to help protect basic constitutional rights to equal protection of the law and freedom from unreasonable searches and seizures. Our clients sought to address these violations through their lawsuit and they have succeeded.  **Please spread the word and learn more by visiting our website:** [aclu-wi.org]  Thank you for supporting this vital work.  Jarrett English  Senior Field Organizer  ACLU of Wisconsin |

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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=https%3A//twitter.com/intent/follow?%26screen\_name=ACLUofWisconsin%20MPD%20to%20end%20stop%20and%20frisk%20practices |