**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 Arkansas |

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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.** |
| [rita@acluarkansas.org](mailto:rita@acluarkansas.org)  [channing@gpsimpact.com](mailto:channing@gpsimpact.com) |
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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.” |
| Stop Arkansas from hiding the truth about execution drugs |

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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. |
| Arkansas officials want to shroud the execution process in secrecy |

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| **Side Box Content (Action & Event format only)** |
| Take action to stop Arkansas from hiding the makers of its lethal injection drugs |

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| **Hyperlinks for email message \*\*** |
| Link to petition |

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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 [FRIEND]  After defending a gruesome execution spree that may have put at least one innocent man to death and tortured another, I honestly didn’t think Arkansas officials could sink any lower. But right now they’re trying.  Governor Hutchinson is backing a proposal that would allow lethal injection drug manufacturers’ names to be concealed – arguing that drug manufacturers shouldn’t have to “jeopardize their business because of protests.”  **Tell Governor Hutchinson and the Board of Corrections that they should be more concerned with advancing justice than protecting drug companies’ bottom lines.**  Just last year, the state rushed to execute eight men in 10 days, all to beat the expiration date on its supply of Midazolam, a risky drug that has played a role in numerous botched executions.  Now they’re trying to make the death penalty even less transparent and more prone to abuse by hiding the identities of drug manufacturers from the public.  **Add your name to say that Arkansans have a right to know how their tax dollars are being spent and who is making these drugs.**  Time and time again, we have proven that the criminal justice system fails to protect the innocent and persons with serious mental disabilities and illnesses from execution.  This proposal would increase the risk of a botched execution and further shroud the process in secrecy. Join us as we keep up the fight to restore justice and end this cruel and barbaric practice in our state.  Rita Sklar  Executive Director  ACLU of Arkansas |

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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:** |
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