**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 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.” |
| Little Rock Pride Fest is this Saturday – Join us! |

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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. |
| Show your support for LGBT rights and equality at the state’s largest LGBTQ event. |

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| **Side Box Content (Action & Event format only)** |
| 2017 Little Rock Pride Fest  Saturday, October 28. 12:30PM - 8:30PM CDT  Little Rock River Market  400 President Clinton Ave.  Little Rock, Arkansas 72201 |

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| **Hyperlinks for email message \*\*** |
| [https://action.aclu.org/secure/ar-little-rock-pride-fest?ms=eml\_171013\_aff\_AR\_&af=##query\_string\_encrypted##](https://action.aclu.org/secure/ar-little-rock-pride-fest?ms=eml_171013_aff_AR_&af=#%23query_string_encrypted%23%23)  [Link to registration page] |

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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. |
| Little Rock Pride Fest is just three days away! Join us **Saturday, October 28** for state’s largest LGBTQ event.  The ACLU of Arkansas so excited to join thousands of Arkansans to celebrate pride and our state's vibrant LGBTQ community.  [RSVP](https://ms.clicks.actions.aclu.org/t/gcH1AAcbV7TPHrQB4YzHGKgI4taJQhW4SGoaaaaBY8BM3G3Jnaa?r=3_7917~amp;b=efclpgpe~256yinugoncav.aqk~amp;n=i~amp;z=) to walk with the ACLU of Arkansas as we show support for LGBTQ rights.  We will be there to provide information to attendees, and to support Central Arkansas Pride and the entire LGBTQ community. Everyone is welcome for this day of live entertainment, vendors, food trucks, Pride Talks, a family zone, and more. It's a family-friendly event and admission is free.  The parade begins at 1 p.m., but if you plan to walk with us in the parade, please arrive at the River Market at 12:30 p.m. and look for the ACLU of Arkansas banner.  See you there! |

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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:** |
| Join the @ArkansasACLU at the Little Rock Pride Fest. |