**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 Colorado |

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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.** |
| [jkrieger@aclu-co.org](mailto:jkrieger@aclu-co.org), [vmichel@aclu-co.org](mailto:vmichel@aclu-co.org), [jhigham@aclu-co.org](mailto:jhigham@aclu-co.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.” |
| Protect Civil Rights on Colorado Gives Day |

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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. |
| Help us protect the rights of ALL people by making a gift to the ACLU of Colorado. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://www.coloradogives.org/aclu-co |

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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 \_\_\_\_\_\_\_\_\_\_,  Colorado Gives Day, the annual statewide celebration of online giving, is only two days away! Help us protect the rights of ALL people by making a gift to the ACLU of Colorado.  [**Schedule your gift today!**](https://ms.clicks.actions.aclu.org/t/gccbaSSNhQBMT6HDY~IZkaCXrHBNBaaaaa3MbBMEIMFwaa?s=3@0-y3&c=tntwqpAjgYuc_cansAaq.mte&n=i&z=)  Make no mistake about it, each and every issue we address is on the front burner on full boil, and the demands on all aspects of our work—litigation, on-the-ground mobilization, policy work, public education, and more—only continue to grow, but we are confident that justice and equality will prevail. The most reckless administration in American history is being met and fought at every turn by the most powerful ACLU in American history, and we need your support to sustain this fight for our civil rights and civil liberties.  **Schedule your gift today at** [**coloradogives.org/aclu-co**](https://ms.clicks.actions.aclu.org/t/gccbaSSNhQBMT6HDY~IZkaCXrHBNBaaaaa3MbBMEIMFwaa?s=3@0-y3&c=tntwqpAjgYuc_cansAaq.mte&n=j&z=)**.**  Colorado Gives Day is again featuring a $1 Million Incentive Fund, one of the largest gives-day incentive funds in the country! Every nonprofit receiving a donation on Colorado Gives Day receives a portion of the fund, increasing the value of every dollar donated.  Now more than ever, please give where you live and support the ACLU of Colorado on [Colorado Gives Day](https://ms.clicks.actions.aclu.org/t/gccbaSSNhQBMT6HDY~IZkaCXrHBNBaaaaa3MbBMEIMFwaa?s=3@0-y3&c=tntwqpAjgYuc_cansAaq.mte&n=k&z=)!  Thank you for your support,    Nathan Woodliff-Stanley  Executive Director  [ACLU of Colorado](https://ms.clicks.actions.aclu.org/t/gccbaSSNhQBMT6HDY~IZkaCXrHBNBaaaaa3MbBMEIMFwaa?s=3@0-y3&c=tntwqpAjgYuc_cansAaq.mte&n=g&z=) |

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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:** |
| Give to @acluofcolorado on #ColoradoGivesDay. Schedule your gift today at [**coloradogives.org/aclu-co**](https://ms.clicks.actions.aclu.org/t/gccbaSSNhQBMT6HDY~IZkaCXrHBNBaaaaa3MbBMEIMFwaa?s=3@0-y3&c=tntwqpAjgYuc_cansAaq.mte&n=j&z=) |