**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 Connecticut |

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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.** |
| Please forward tests to [mholden@acluct.org](mailto:mholden@acluct.org) & [meghansmithholden@gmail.com](mailto:meghansmithholden@gmail.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.” |
| Introducing Smart Justice Connecticut |

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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. |
| Let’s turbo charge the fight to end mass incarceration in the Constitution State. |

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| **Side Box Content (Action & Event format only)** |
| Sign the petition to show Connecticut politicians that our state is ready for Smart Justice. [LINK] |

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| **Hyperlinks for email message \*\*** |
| /petition/ct\_smart\_justice |

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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 [First Name],  When I think about Connecticut’s future, I picture a state where families and communities are thriving because our state has chosen to invest in people, not incarceration. In that Connecticut, everyone, from every background, is treated fairly by the justice system. **Do you want that world, too?** [PETITION LINK]  Connecticut has made progress on ending mass incarceration, but we still have work to do. Every day, incarceration hurts families, communities, and economies in our state: Connecticut imprisons 334% more people than it did in 1968, an increase that far outpaces population growth and crime. Fair treatment in the justice system still depends on how much money you have and the color of your skin: racial disparities in Connecticut's prisons and jails are among the worst in the country.  **We’re about to turbocharge the fight to end mass incarceration in Connecticut**. Are you with us?  [PETITION BUTTON]  Enter ACLU Smart Justice Connecticut, a new movement to cut Connecticut's prison and jail population by 50% and end racial disparities in the state's justice system. ACLU Smart Justice Connecticut is led by a strong cohort of formerly incarcerated people who are speaking truth to power, sharing our expertise, and building connections across the state.  [Together, we’ll be](https://www.acluct.org/issues/smart-justice) in the streets, on the campaign trail, at the legislature, and in the courts to end mass incarceration in Connecticut. [LINK to Smart Justice issue page on ACLU-CT website]  **Will you sign the petition to be a Smart Justice supporter?** [PETITION LINK]  A Smart Justice supporter is anyone who wants Connecticut to cut its prison and jail population and end racial disparities in our state’s justice system. By signing this petition, you’ll show that ACLU Smart Justice Connecticut isn’t alone in the quest for a free, fair, and just Connecticut — we’ve got you standing with us.  You’ll be hearing more from us in the next few months as we hit the campaign trail. Keep an eye on the ACLU of Connecticut’s website, and make sure you’re following us on Facebook and Twitter for more frequent updates.  Thank you for standing up for Smart Justice,  Sandy LoMonico  Criminal Justice Organizer  ACLU of Connecticut |

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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:** |
| CT has made progress toward ending mass incarceration & #cjreform, but we have work to do. Take action w/ @acluct to stand with ACLU Smart Justice Connecticut: [LINK] |