**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.** |
| Meghan Smith Holden, [msmith@acluct.org](mailto:msmith@acluct.org); 860-992-7645 |

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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 the people dare to think forward. |

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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. |
| Download the ACLU-CT’s look back at 2017—and get an insider’s look at what’s ahead for civil liberties in 2018. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Link One: <https://www.acluct.org/en/publications/2017-year-review>  Link Two: <https://www.acluct.org/sites/default/files/field_documents/2017_aclu-ct_year_in_review.pdf>   Link Three: <https://action.aclu.org/secure/support-aclu-connecticut> |

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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. |
| [First Name],  This year has been an unprecedented test of America’s democracy, unlike any I’ve seen in my previous 10 years with the ACLU of Connecticut. People have suffered because of this year’s attacks on justice, liberty, and equality. Yet your commitment gives me hope.  **Persistence is our secret weapon. Look at the civil liberties you defended in 2017, and learn what you can make possible in 2018.** [Link One]  In 2017, you made it possible for a music minister, protester, new mother, and many more people across Connecticut to seek justice through the courts. You made our state a safer place for LGBTQ children by passing a ban on conversion therapy. You protected more innocent people from having their property taken by the government through civil asset forfeiture. You gave more people a chance at fairness under the law by passing four criminal justice reform laws. And you beat back 11 state legislative proposals that would have undermined liberty.   **But our work is far from finished. Read our year in review for a look at what’s ahead. [Link Two]**  Make no mistake: there have been dark days in 2017. Justice, equality, and freedom have sometimes felt far from reach. But persistence is our secret weapon at the ACLU-CT.  **We are able to defend liberty for the long haul, because you are here for the long haul.** **Make your tax-deductible donation today. [Link Three]**    Thank you for standing with civil liberties,   David McGuire |

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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:** |
| I stood up for liberty, justice, and equality in 2017. Here is what I made possible: [Link One] |