**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of the District of Columbia |

|  |
| --- |
| **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.) |
| Members only. Please see accompanying spreadsheet with member IDs. |

|  |
| --- |
| **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.** |
| Suzanne Ito, sito@acludc.org |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| It's time to vote for your ACLU-DC Board of Directors |

|  |
| --- |
| **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. |
| Cast your vote for eight board members |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| * https://www.acludc.org/en/candidate-statements-2019-aclu-dc-board-directors * <https://www.acludc.org/en/candidate-statements-2019-aclu-dc-board-directors#articles> * [link to ballot web form] |

|  |
| --- |
| **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 ACLU-DC member:  The virtual polling place is now open to cast your vote to fill eight seats on the ACLU-DC's board of directors. You are receiving this email because you are an ACLU-DC member in good standing, and are therefore eligible to vote on the following:   1. Board of Directors. Eight seats are up for election. The slate of 10 candidates and their biographies can be found [here](https://www.acludc.org/en/candidate-statements-2019-aclu-dc-board-directors). Directors will serve a three-year term. 2. Restatement of Articles of Incorporation. Members are asked to vote on revisions to the Articles of Incorporation. A simple majority of at least 75 members will result in revisions being submitted to the District of Columbia. Members can view the proposed revisions [here](https://www.acludc.org/en/candidate-statements-2019-aclu-dc-board-directors).   You will receive in the mail a postcard from the ACLU-DC with your voter identification code, which you will need to cast your online ballot. The ballot will remain open until 11:59 PM on August 30. If you have any questions regarding the election, or did not receive a postcard with a voter identification number, please contact us at 202-457-0800 or [info@acludc.org](mailto:info@acludc.org).  The new board will be announced at the ACLU-DC annual members’ meeting on September 16, 2018, location to be determined.  I hope you'll take the time to participate in our election, and look forward to seeing you at the membership meeting.  Sincerely,  Monica Hopkins Executive Director, ACLU of the District of Columbia |

|  |
| --- |
| **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:** |
|  |