**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 DC |

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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.** |
| [sito@acludc.org,](mailto:kholley@acludc.org) bslipka@acludc.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.” |
| See what you’ve helped us achieve |

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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. |
| Our 2016-2017 annual report is now online. |

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

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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/Supporter]:  Our 2016-2017 Annual Report is now online. We’re excited to share with you our accomplishments over the past year. [See it here.](https://www.acludcannualreport.org/)  We are now more than nine months into the Trump administration and our efforts to protect and advance our civil liberties grows more intense every day.   * In September, we filed a motion in D.C. Superior Court to block the enforcement of search warrants targeting three Facebook accounts as part of the government’s investigation and prosecution of activists arrested in D.C. on Inauguration Day. * In October, after weeks of the government throwing up one legal blockade after another, our client Jane Doe was finally able to obtain an abortion. The Department of Health and Human Services sought repeatedly to place an authoritarian ideology over the individual rights of this young woman to make her own reproductive choices. * Also in October, we settled a lawsuit against the Metropolitan Police Department for the warrantless arrest of trans rights activist Lourdes Ashley Hunter. * On November 15, jury selection begins for the criminal trials of nearly 200 people facing felony rioting charges for exercising their First Amendment rights on Inauguration Day. The charges carry a sentence of up to 70 years. We submitted an amicus brief on behalf of the first six defendants. While our brief was rejected by the court, we shared it with defense counsel and presented our arguments at an event on October TK. * This fall we continue to urge D.C. Council to pass legislation that reverses the tide of over-incarceration in the District. In addition to giving our support for the decriminalization of fare evasion, we testified on behalf of young offenders in the District so that they have full opportunities for rehabilitation and reintegration in their communities. And we are partnering with Stop Police Terror DC to train community members on how to hold their elected officials accountable to implementing the NEAR Act.   I encourage you to [take a moment to look back on this past year](https://www.acludcannualreport.org/) and appreciate all this community has done, even as we continue to press forward on the many battles ahead.  Thank you for your support.  In solidarity,  Monica Hopkins-Maxwell  Executive Director  [SHARE THIS EMAIL BUTTON] |

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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:** |
| See what we’ve accomplished together over the past year with @ACLU\_DC https://www.acludcannualreport.org/ |