**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 Georgia |

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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.** |
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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.” |
| Join the ACLU of GA’s Rapid Response Team! |

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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. |
| Become a part of the ACLU of Georgia’s Rapid Response Team to protect our civil liberties during this critical legislative session. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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 \_\_\_\_\_,  Thank you for the tremendous expansion in supporters for the ACLU of Georgia. Over the past year, our Georgia affiliate has grown tremendously across the state because of you. We are grateful and appreciative of your trust in our work. We are so excited to work with you to protect our democracy.  Starting this week, the Georgia state legislature returns to Atlanta to create laws that will affect you, your family, and your community. The ACLU of Georgia needs ***YOUR* *HELP*** to continue to promote good public policies and to defeat bad ones.  Sign up with **ACLU People Power**, and you will become a member of the **ACLU of Georgia’s Rapid Response Team**. Throughout this legislative session, we will keep you informed of what the state legislature is doing and empower you with effective actions that you can take immediately to protect civil liberties and constitutional rights for everyone in Georgia.  Sign up now to join the **ACLU of Georgia’s Rapid Reponse Team!**  Our top priorities this legislative session are bail reform, fair elections, and voter rights. We will also monitor and weigh in, as needed, to protect and advance First Amendment rights, immigrant rights, LGBTQ+ rights, privacy and technology, racial justice, and women’s rights & reproductive freedom.  Working together, we will continue to protect, fight for, and secure civil liberties and constitutional rights for ALL Georgians.    **Join us** as a member of the **ACLU of Georgia’s Rapid Reponse Team!**  As always, thank you for your support and participation.  Sincerely,  Andrea Young (with photo)  Executive Director  ACLU of Georgia |

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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:** |
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