**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 \*\*** | Illinois |

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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.** |
| [eyohnka@aclu-il.org](mailto:eyohnka@aclu-il.org), [kkoziel@aclu-il.org](mailto:kkoziel@aclu-il.org), (please forward) |

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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.” |
| Protecting your digital privacy |

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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. |
| Your face is yours |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| **joined other privacy advocates and a group of bipartisan current and former members of the Illinois House and Senate:** https://www.aclu-il.org/en/press-releases/elected-officials-privacy-groups-ask-state-supreme-court-protect-strong-biometrics  **filing comes in a case:** https://www.aclu-il.org/en/cases/rosenbach-v-six-flags |

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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 XXXXX:  In the 21st century, technology makes it easy for personal data about anyone to be stored and searched. The ACLU is working across many fronts to protect your personal data.  We took an important step nearly a decade ago with the adoption of the Illinois Biometric Information Privacy Act, or BIPA. BIPA prohibits corporations from collecting biometric information (e.g., fingerprints and facial recognition) in Illinois without receiving the informed consent of the individual. The measure is considered a leader among consumer privacy laws, protecting Illinois residents and providing them with recourse when companies unlawfully collect their biometric information.    In past years, we have fought back attempts to weaken this law in the Illinois General Assembly. Now we are in court. This week, we **joined other privacy advocates and a group of bipartisan current and former members of the Illinois House and Senate** in urging the Illinois Supreme Court to preserve the full power of BIPA.  The **filing comes in a case** where an amusement park collected biometric data when a young man purchased a season pass to the park. The amusement park did not give notice or obtain consent as required by BIPA. The mother sued, but a lower court said that this was only a “technical violation” of BIPA and did not allege any “actual harm.”  Left unchecked, this decision would seriously undermine the strength of BIPA. So we are fighting back. We need to resist this effort to undermine the law, because there would be no way to hold companies accountable when they take your biometric data without telling you what information they are taking or how they will use it. Our privacy and our personal biometric information is too important.  We will keep you updated on this case.  Sincerely,  Edwin C. Yohnka  Director of Communications and Public Policy |

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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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