**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 email – the tests get stuck in our spam filter) |

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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 us for A discussion on Reproductive RIGHTS in illinois** |

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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. |
| Celebrate the 45th anniversary of Roe v. Wade |

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| **Side Box Content (Action & Event format only)** |
| Tele Town-Hall: Reproductive Rights  Thursday, February 1, 2018  7-7:30pm  RSVP TODAY |

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| **Hyperlinks for email message \*\*** |
| https://www.aclu-il.org/en/events/tele-town-hall-reproductive-rights |

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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,  January 2018 marks the 45th anniversary of the Supreme Court’s landmark decision in Roe v. Wade – a decision that freed women across the United States to make the most important decision in life: if and when to become a parent. In the four-plus decades since the Court issued its decision, we have seen two things happen. Women have advanced in our society – in business and industry, in education and in a host of spheres. And, we have seen anti-abortion advocates conspire and scheme to undermine this fundamental right.  What have we learned during the past 45 years, and what is the current state of reproductive freedom in the United States and here in Illinois?  Get answers to these and other questions by joining me for a phone conversation with my colleague, Lorie Chaiten, Director of the ACLU of Illinois Women and Reproductive Rights Project, on Thursday, February 1, 2018.  Participants will receive a call from Stones Phones, our communication technology partner at the start of the event. When you answer the call, you will be connected to the tele-town hall. Participants will have the opportunity to submit questions to a moderator during the call by using the touchtone keypad on your phone.  We hope you are able to join us for this celebration of 45 years under Roe and a look at our work ahead. Thank you for your continued support.  Sincerely,  Edwin C. Yohnka |

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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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