**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), |

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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.” |
| Come Meet the ACLU of 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. |
| ACLU of Illinois speakers will be downstate |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclu-il.org/en/events> |

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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:  For ACLU members and supporters outside of the Chicago area, the next several weeks offer several opportunities to engage with the organization.  In November, we are launching a series of town hall events, titled “We the People,” in different communities across the state. We want to hear from you about the civil liberties concerns you have (whether from the Trump White House or in your own community) and share with you challenges we see in the coming years. These events will let you meet and hear from ACLU of Illinois Executive Director Colleen Connell, as well as other ACLU staff. The first four events of the series are set, as you can see below. For more information click here (INSERT HYPERLINK)  You can hear Colleen discuss the state of civil liberties under the Trump administration and contribute to the conversation at any of these events:  **Springfield**  November 1, 6:00pm  Lincoln Public Library  326 South 7th Street  Springfield, IL  **Champaign**  November 7, 7:00pm  Champaign Public Library  200 W. Green Street  Champaign, IL  **Peoria**  November 15, 6:00pm  GAR Hall  416 Hamilton Blvd.  Peoria, IL  **Normal**  November 29  TBD  TBD  Normal, IL  We hope to see you there! If you have questions, please let us know at [events@aclu-il.org](mailto:events@aclu-il.org).  If you are in the **Bloomington-Normal** area and want to see more of the ACLU, we will be there for two more events hosted by the League of Women Voters of McLean County.  ACLU’s Jenna Prochaska discusses the state of reproductive freedom in Illinois.  October 18, 7:00pm  Normal Public Library, Community Room  Norma, IL  Edwin Yohnka, director of communications and public policy, addresses “Civil Liberties in the Trump Era”  November 8, 7:00pm  Normal Public Library, Community Room  Normal, IL  Thank you for your continued support.  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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