**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 IN |

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| **Target Audience \*\*** |
| X☐ 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.** |
| Ashley Toruno  atoruno@aclu-in.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) | X 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.” |
| Meet me in D.C. |

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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. |
| Join Freedom-Fighting Hoosiers at the ACLU Membership Conference in Washington, DC |

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| **Side Box Content (Action & Event format only)** |
| ACLU Membership Conference  Washington D.C.  Walter E. Washington Convention Center  June 10-12 |

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| **Hyperlinks for email message \*\*** |  |  |  |  |  |  |  |
| https://conference.aclu.org/ehome/314332?reference=eml\_aff\_180504\_IN\_membconf18 | | | | | | | |

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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 Supporter,  You belong at the [2018 ACLU Membership Conference](https://conference.aclu.org/ehome/314332?reference=eml_aff_180504_IN_membconf18) — especially now that the ACLU of Indiana’s own Kit Malone will be a featured speaker at one of its star-studded sessions!  On [June 10-12](https://conference.aclu.org/ehome/314332?reference=eml_aff_180504_IN_membconf18), Hoosiers and advocates from across the nation will convene in Washington, D.C. to learn, mobilize and exchange ideas for how to defend and expand civil rights in our communities.  Kit Malone, the ACLU of Indiana’s Transgender Education and Advocacy Coordinator will be featured on a panel discussion about advancing transgender rights, and how cisgender people can be stronger allies to the transgender community.  Ever since Mike Pence brought his discriminatory anti-LGBTQ agenda to the White House, he’s been giving Hoosiers a bad name.  Let’s help change that by making sure there’s a big contingent of Hoosiers cheering Kit on as she takes her message of inclusion and acceptance to the nation’s capital.  [**REGISTER TODAY!**](https://conference.aclu.org/ehome/314332?reference=eml_aff_180504_IN_membconf18)  During the conference you will lobby our legislators with fellow Hoosiers, be among the first to see our ACLU documentary, and enjoy celebrity entertainment.  You're sure to return home with new friends, allies, and skills that will prepare you for the challenges ahead in the Hoosier State.  [**Come learn and be inspired – register today!**](https://conference.aclu.org/ehome/314332?reference=eml_aff_180504_IN_membconf18)  ACLU of Indiana  P.S. If you have already registered, please forward this email to friends, family, and other allies. |

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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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