**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Iowa |

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| **Mailing Date:** | 6/6/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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** |
| [Veronica.fowler@aclu-ia.org](mailto:Veronica.fowler@aclu-ia.org); 515-451-1777 |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| Images attached  Please use a stock image  No image |

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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.” |
| Celebrate Iowa Pride 2018 with the ACLU! |

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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. |
| Come join us for a celebration of LGBT visibility, acceptance and legal protections! |

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| **Side Box Content** |
| Remove side box  Include side box |

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| **Hyperlinks for email message** |
| <http://siouxcityjournal.com/weekender/pride-in-sioux-city-community-a-focus-for-lgbt-festival/article_4a8e3d44-90dc-5eb9-92b6-c3f266653d2e.html>  <http://www.capitalcitypride.org/fest.html>  <https://www.iowacitypride.org/>  https://www.aclu-ia.org/en/news/iowa-pride-2018 |

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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's one thing you want your recipient to pick up on, it's 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. |
| Gay pride marches and celebrations have been a cornerstone of the LGBT rights movement. And now, decades after the first LGBT rights parades, we have even more to celebrate—and to fight for.  In June and throughout the summer, LGBT Iowans and allies are organizing a number of Pride events, and the ACLU of Iowa is proud to have a presence at some of them.  • Saturday, June 9: Look for the ACLU of Iowa table at Sioux City Pride  • Sunday, June 10: Join us at 11:00 a.m. in front of the Lucas State Office Building (look for the ACLU banner!) to march with us in the Capital City Pride Parade.  • Saturday, June 16: Come get cool giveaways at the ACLU of Iowa Table at Iowa City Pride.  Find out more about the other Pride events around Iowa by clicking here.  And if you attend any of the events the ACLU of Iowa is at, be sure to stop and say hi. As the ACLU of Iowa’s new community engagement organizer, I’d love to meet you.  Best,  <insert Kylie head shot>  <insert Kylie signature>  Kylie Gottschalk  ACLU of Iowa Community Engagement Associate |