**EMAIL SET-UP**

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

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| **Mailing Date:** | 4/4/2018 | **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 with us Mark Stringer’s first year! |

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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. |
| It’s been a heck of a year, but we’ve won up some hard-fought victories. |

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

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| **Hyperlinks for email message** |
| <https://www.aclu-ia.org/en/news/mark-stringer-named-new-aclu-iowa-executive-director>  https://www.aclu-ia.org/sites/default/files/2018\_aclu\_of\_iowa\_strategic\_plan.pdf |

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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. |
| It’s hard to believe that it’s been only one year now that the ACLU of Iowa brought on board Executive Director Mark Stringer. And what a year it has been! With our partner organizations and cooperating attorneys:  • We had a resounding victory last week with the Iowa Supreme Court striking down Iowa’s 72-hour waiting period law for women seeking abortions. And our legal challenge to Iowa’s six-week abortion ban—the most restrictive in the country and most of the Western world—continues. We are optimistic in about the outcome.  • We’ve won an historic court decision recognizing that transgender Iowans are protected by the Iowa Civil Rights Act and Iowa Constitution and striking down a discriminatory Medicaid provision that blocked them from receiving medically necessary care.  • We’ve defended free speech rights, including filing suit against Iowa’s egregious “ag gag” law. That new law criminalizes undercover investigative efforts to expose poor conditions for workers, food safety violations, environmental harms, and animal cruelty in agricultural facilities.  • And we’ve tracked more than 100 bills at the Statehouse. We successfully helped block legislation that sought to legalize discrimination on religious grounds, attempted to bring back the death penalty, and introduce school vouchers, which would allow for public funding of private schools.  Meanwhile, Mark is successfully and deftly leading us through a period of growth—in staff, space, and supporters—so that we can even better safeguard the civil liberties and rights we are here to defend. And our statewide Board of Directors has put together a strategic plan that highlights our commitment to the ACLU’s continued growth and impact.  Mark has quickly learned, one year in, that the breadth of what we navigate each day is wide. The need for our work is greater than ever. And our gratitude for your support is beyond measure.  Thank you for being in the fight with us.  We won’t let you down.  <insert photo of Jill>  Jill June  ACLU of Iowa Board of Directors |