**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 of Iowa |

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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.** |
| [veronica.fowler@aclu-ia.org](mailto:veronica.fowler@aclu-ia.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.” |
| Bill of Rights Brunch coming up Saturday, September 23! |

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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 us for brunch, mimosas, and a gathering of like-minded civil libertarians. |

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| **Side Box Content (Action & Event format only)** |

**BILL OF RIGHTS BRUNCH**

Saturday, Sept. 23, 10 a.m.

Greater Des Moines

Botanical Center

Des Moines, Iowa

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | [**RSVP TODAY**](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=o~amp;u=) | | | | | | | | **Share this:** |  |  |  |  |  |  | |

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| **Hyperlinks for email message \*\*** |
| Imbedded in the email message. I hope that’s ok! –vlf |

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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. |
| Just two more weeks until our annual event, the Bill of Rights Brunch on **Saturday, September 23**. Please join us as we review a year that has been one for the history books and outline our plans for continuing the fight for civil liberties in our state and our country. So much is at stake.  [**Bill of Rights Brunch**](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=l~amp;u=)  Saturday, September 23, 10 a.m. - 12:30 p.m.  Greater Des Moines Botanical Center  909 Robert D. Ray Drive  Des Moines, Iowa  [RSVP](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=m~amp;u=)  Enjoy brunch, mimosas, a bloody mary bar, and the beautiful Des Moines Botanical Garden. We will also take this opportunity to honor and highlight the work of those who have made notable contributions to civil liberties in Iowa, including:   * [The Rev. Anna Blaedel and the Organizers of the Women's March](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=n~amp;u=) * [Joy Corning (posthumous) and Mary Campos](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=i~amp;u=) * [Glen Downey](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=g~amp;u=) * [J.J. Kapur](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=p~amp;u=) * [Planned Parenthood of the Heartland](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=h~amp;u=)   [RSVP today!](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=m~amp;u=) All attendees receive complimentary admission to the full gardens during our event.  We hope to see you there!  Sincerely,     |  |  | | --- | --- | |  | Mark Stringer  Executive Director  [ACLU of Iowa](https://ms.clicks.actions.aclu.org/t/gcH1AAdbS~TIKjQB0QoHC-lJCvaDW5IQH2gaaaaEX8BMZG-Giaa?q=4_0Bx6~amp;a=halqro~257xdZor-lX.roj~amp;i=s~amp;u=) | |

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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:** |
| Join me at the ACLU of Iowa #BillofRightsBrunch Sat. Sept 23 at the DM Botanical Center! |