**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of Iowa |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **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) |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Iowa Medicaid denies life-saving medical care to transgender Iowans. So we sued. |

|  |
| --- |
| **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. |
| Carol Ann Beal and EerieAnna Good’s health are at risk because they have been denied medically necessary transition-related surgery, because they are transgender |

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

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| [**https://www.aclu-ia.org/en/news/aclu-iowa-files-lawsuit-secure-equality-medicaid-coverage-transgender-iowans**](https://www.aclu-ia.org/en/news/aclu-iowa-files-lawsuit-secure-equality-medicaid-coverage-transgender-iowans) |

|  |
| --- |
| **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. |
| I’m just an Iowa woman, trying to live her life in a small northwest Iowa community. I don’t like the spotlight, but I now realize that someone has to be the trailblazer here.  Iowa Medicaid will not cover the cost of the doctor-recommended, medically necessary surgery for gender transition so desperately needed by myself and another Iowa woman, EerieAnna Good, who lives in the Quad Cities. Iowa Medicaid has a sweeping exclusion for all surgical treatments for gender dysphoria, even though it would cover the same or equivalent surgical procedures for non-transgender Iowans.  This outdated policy is based on myths and false assumptions about transition-related medical care. While surgery is not necessary for every transgender person, my and Eerianna’s doctors have concluded that surgery is medically necessary for us. The American Medical Association and many other professional organizations have confirmed what the experts in the field have long known—that these types of surgery are crucially important and medically necessary for the health and well-being of their patients who need them.  **Find out more about our lawsuit to challenge the discriminatory Medicaid ban.**  So with the help of the ACLU, as much as I dislike putting myself out there, I am standing up along with EerieAnna to file a legal challenge Iowa Medicaid’s outdated and medically dangerous ban on transition-related surgeries. Iowa should join the federal Medicare program and many other states whose Medicaid plans cover these procedures.  Our country and state have come a long way in recognizing and taking steps to overcome the discrimination transgender people have for so long faced in every aspect of their lives, including in accessing medical care. Now it’s time for our state take the next step and eliminate the coverage ban on this crucial care for me, EerieAnna, and other low-income transgender Iowans who need it.  Carol Ann Beal |

|  |
| --- |
| **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:** |
|  |