**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); 515-451-1777 |

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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.” |
| Let’s Protect Iowa Pregnant Workers |

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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. |
| Responsible Iowa businesses already accommodate pregnant workers. Now let’s make sure more businesses do. |

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| **Side Box Content (Action & Event format only)** |
| Contact your state legislators and tell them you want to see protections for pregnant workers in Iowa restored!  <https://www.pregnantiowaworkers.com/> |

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| **Hyperlinks for email message \*\*** |
| <https://www.legis.iowa.gov/legislators>  <https://www.pregnantiowaworkers.com/> |

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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. |
| This legislative session we’ll be pushing hard once again for the Pregnant Workers’ Rights Act. This bill simply restores the previous, straightforward standard that required businesses merely to provide “reasonable accommodation” for a pregnant worker as long as it doesn’t create an “undue burden” for that business.  This can include things like allowing for restrictions on lifting certain weights, more frequent rest periods, or providing a stool for the worker to sit on.  Find out more about the Iowa Pregnant Worker’s Rights Act.  Most businesses do this anyway—it’s good for employees and it’s good for businesses. But after a 2015 change in the way Iowa law was interpreted, many pregnant workers were left vulnerable. This legislation is needed to nudge less-responsible businesses to provide some very basic, simple accommodations for pregnant women, like additional bathroom breaks or additional time for doctor’s appointments.  This bill has bi-partisan support, but the pregnant workers of Iowa also need <ital>you<no ital>to call or email your legislator before the session begins in January and urge him or her to support this legislation.  Click here to find your legislator with contact information.  We hear again and again that just a dozen constituents contacting their state legislator has an impact. Call your legislator before the session begins on January 8!  Photo: Fotolia/monkeybusiness |

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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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