**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 \*\*** | Kansas |

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| **Target Audience \*\*** |
| x 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.** |
| [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org); [mbata@aclukansas.org](mailto:mbata@aclukansas.org); [mkubic@aclukansas.org](mailto:mkubic@aclukansas.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) | x 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.” |
| Don’t miss your chance to fight for voter rights |

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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. |
| Register today for our citizen participation lobby day |

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| **Side Box Content (Action & Event format only)** |
| Tuesday, January 23  Kansas State Capitol Visitor Center  SW 8th & SW Van Buren, Topeka, KS 66612  8:30 – 4:00 PM |

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| **Hyperlinks for email message \*\*** |
| Lobby day sign up: <https://secure.ngpvan.com/KKCitj6xk02W2YzaxFoLqg2> |

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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. |
| Dear Supporter,  The 2018 legislative session kicked off earlier this week, and we are excited to do all we can to help pass smart legislation that will strengthen the civil rights and liberties of all Kansans.  First on our agenda: legislation that will increase citizen participation in our elections. Every Kansas citizen should have a voice and a vote in our elections, but too many people are kept out of the democratic process due to bureaucratic hurdles, confusing deadlines, and endless red tape.  We are on a mission to change that, and we need your help: join us at the Kansas State Capitol on Tuesday, January 23rd for the Kansas Coalition for Citizen Participation’s 2018 Lobby Day! You will have the opportunity to meet with your legislators face-to-face to ask them to support legislation that will make it easier for citizens to register to vote and cast a ballot.  If we are going to be successful in strengthening citizen participation in our democracy, we are going to need all hands on deck. I hope you can make it to the capitol on the 23rd to ask the Legislature to make Kansas a freer and more just home for all.  Sincerely,  Micah Kubic  Executive Director  ACLU of Kansas |

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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:** |
| I’m joining the Kansas Coalition for Citizen Participation at the capitol on Tuesday, 1/23 to fight for a fairer and healthier democracy. You can join me! Register here: http://bit.ly/2Dyk5GK. |