**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Kansas |

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| **Mailing Date:** | 9/21/2017 | **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** |
| [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org), [mbata@aclukansas.org](mailto:mbata@aclukansas.org), [ayoung@aclukansas.org](mailto:ayoung@aclukansas.org), |

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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.” |

Kris Kobach is nervous

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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. |
| RSVP for ACLU’s “Let People Vote” campaign on Oct 1st |

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

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| **Hyperlinks for email message** |
| People power link: https://go.peoplepower.org/event/voting\_rights\_attend/9399 |

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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. |
| Hi FIRSTNAME --  **NOW IS THE TIME TO FIGHT BACK!**  Kansans have seen firsthand just how devastating the attacks on our fundamental right to vote have been, and that's why the ACLU is launching our LET PEOPLE VOTE campaign in Lawrence, KS on Sunday, October 1st.  [**And we need to know if you can make it, FIRSTNAME. Can you RSVP today?**](https://go.peoplepower.org/event/voting_rights/9399?source=map&akid=)  [ DETAILS ]  Kansas's Secretary of State, Kris Kobach -- the King of Voter Suppression -- has done enough damage to citizen participation in elections already.  Now he's undermining confidence in our elections nationwide by leading the sham commission on voter fraud created by Donald Trump.  **Kris Kobach perfected the art of voter suppression right here in Kansas. If we don't act now to stop him, he'll bring his suppression laws nationwide, robbing generations of Americans, particularly young people and people of color, of their right to actively participate in our democratic process.**  [**We need an incredible showing of grassroots strength on October 1st, which is why your participation is so important. RSVP today:**](https://docs.google.com/document/d/1axyrXNyDPxSXRV83qytiXC4QCFtkfWjtBRSUSeOE0F8/edit)  [ RSVP button]  Together, let's mobilize thousands of activists in the ACLU’s biggest campaign yet and work to protect and expand our right to vote.  In solidarity,  Micah Kubic  Executive Director  ACLU of Kansas |