**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 Kentucky |

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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.** |
| [Amber@aclu-ky.org](mailto:Amber@aclu-ky.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.” |
| Some Options:  We just sued  We just sued to block Kentucky’s latest abortion ban  We just sued to block a new abortion law  They passed an unconstitutional abortion law. So we sued. |

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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. |
| We’re challenging a new law that bans a safe method of abortion |

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| **Side Box Content (Action & Event format only)** |
| (I don’t actually want an action. I’d just like the image in the share box with the ability for folks to share or tweet the image if they like) |

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| **Hyperlinks for email message \*\*** |
| Website link: news/aclu-challenges-kentucky-ban-abortion-method  Facebook: <https://www.facebook.com/ACLUofKY/>  Twitter: https://twitter.com/ACLUofKY |

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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 ACLU Supporter,  We wanted you to be among the first to know. We’ve just sued to block a new abortion law that keeps doctors from performing a safe and medically proven abortion method called dilation and evacuation, or “D&E”.  When Governor Bevin signed the bill into law on XXXX, it took immediate effect because it has an emergency clause attached to it. We sued as soon as we learned it was law.  Our federal lawsuit asks a judge to block enforcement of the ban, so that patients aren’t delayed and forced to travel hundreds of miles outside the Commonwealth for the care they need – if they have the resources to do so – or else denied abortion care altogether.  Kentucky politicians have already shut down all but one abortion clinic in our state. Now they want to invade the exam room and stop doctors from providing safe, quality care. It’s shameless, insulting, and dangerous.  Many of you called, emailed, and joined us at the Capitol as we lobbied lawmakers to oppose this bill, and we thank you! While our advocacy efforts were not successful to stop this law, we’ve immediately pivoted to the courts to protect reproductive freedom.  Please keep an eye on our website and Facebook and Twitter pages for updates as the case proceeds.  In liberty,  Michael Aldridge |

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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:** |
| Kentucky’s new law to ban D&E abortions is not only outrageous, it’s unconstitutional. So @ACLUofKY sued #kyga18 |