**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%2520Calendar1/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.) |
| 40313,40351,41101,41102,41105,41129,41139,41141,41143,41144,41164,41166,41168,41169,41175,41179,41183,41189, 41230 |

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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:  Witness to Innocence visits Kentucky  Death row exoneree visits Grayson  Death Row Exoneree Tour in Eastern Kentucky  Eastern Kentucky Death Row Exoneree Tour  Death Row Exoneree Tour Starts Monday  From Death Row to Eastern Kentucky |

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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. |
| 100th Death row exoneree Ray Krone visits Eastern Kentucky |

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| **Side Box Content (Action & Event format only)** |
| Thursday, September 28  116 W. Main St., Grayson, KY 41143  5:00-6:30pm Meet & Greet  6:30pm Program  The event is free and open to the public. Light refreshments will be served. |

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| **Hyperlinks for email message \*\*** |
| http://www.aclu-ky.org/events/event/witness-to-innocence-tour-feat-ray-krone-in-grayson/ |

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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 100th person exonerated from death row in the United States is coming to Grayson to share his story.  Meet Ray Krone on Main Street on September 28th.  Ray co-founded Witness to Innocence with Sister Helen Prejean in 2003. Before his exoneration in 2002, Ray spent more than 10 years in Arizona prisons, including nearly three years on death row, for a murder he did not commit. With the help of DNA testing Ray became the 100th person exonerated from death row since the reinstatement of capital punishment in the United States in 1976.  Join us on Main Street to meet Ray and learn how you can get involved in the movement to end capital punishment in the commonwealth.  The event is free and open to the public. Light refreshments will be served. Questions? Email us at [info@aclu-ky.org](mailto:info@aclu-ky.org)    Sincerely,  ACLU of Kentucky |

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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:** |
| Meet Ray Krone, the 100th person exonerated from death row in the U.S., Sept. 28th in Grayson |