**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 Massachusetts |

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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.) |
| 02138, 02139, 02140, 02141, 02142, 02163 |

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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.** |
| Aaron Wolfson, [awolfson@aclum.org](mailto:awolfson@aclum.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.” |
| Should Cambridge police be able to secretly buy surveillance equipment? |

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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. |
| Join the ACLU at a public hearing on Wednesday, October 18 to support local oversight and transparency. |

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| **Side Box Content (Action & Event format only)** |
| October 18, 6:30 PM  Cambridge City Hall 2nd Floor Sullivan Chamber 795 Massachusetts Ave Cambridge, MA 02139 |

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| **Hyperlinks for email message \*\*** |
| https://www.aclu.org/issues/privacy-technology/surveillance-technologies/community-control-over-police-surveillance |

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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 \_\_\_\_\_\_,  Do you think the Cambridge Police Department should obtain invasive surveillance equipment like drones and facial recognition technology, in secret? [We don’t.](https://www.aclu.org/issues/privacy-technology/surveillance-technologies/community-control-over-police-surveillance)  That’s why we are working to pass a local ordinance in Cambridge to require a transparent and democratic process before police can purchase new surveillance equipment. Community input and transparency are critical to ensure new technologies don’t get out ahead of our constitutional rights.  **Join us at 6:30 PM on Wednesday, October 18 at Cambridge City Hall for the Public Safety Committee Hearing to learn about the ordinance and raise your voice in support of these commonsense protections.**  As Cambridge residents, it’s important to be informed and engaged in the conversation about what Cambridge police are doing, and why. I hope to see you there.  Kade Crockford  Director, Technology for Liberty Project  ACLU of Massachusetts |

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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:** |
| Join me on 10/18 at Cambridge City Hall to support transparency and community input before police can buy new surveillance technologies! |