**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 \*\*** | 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.) |
| 01970, 01971 |

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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.** |
| John Ward, [jward@aclum.org](mailto:jward@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.” |
| Tomorrow: Vote YES on Question 1 |

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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. |
| Keep Salem strong by voting “yes” on Question 1! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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. |
| Tomorrow, you have an opportunity to stand on the side of civil rights and public safety, and support our immigrant neighbors.    **Vote YES on 1 to keep Salem safe and welcoming!**  Earlier this year, the Salem city council passed an ordinance laying out Salem’s status as a welcoming community, affirming that police and city officials will not discriminate against people based on their immigration status. The ordinance reassures immigrant families that they are valued members of our community, and can call the police or access help when they need it.  Opponents to the ordinance, preying on unfounded and exaggerated fears, have now put a question on the ballot to repeal the ordinance.  If Question 1 fails, our efforts to promote equality and tolerance in Salem and across the state will take a significant step backwards. Other Massachusetts cities and towns—and the state legislature—are looking at Salem as a litmus test for future efforts. That’s why it is so important for you to vote **YES on 1** tomorrow.  Salem’s Police Chief, Fire Chief, State Representative Paul Tucker (former Salem Police Chief), and Congressman Seth Moulton all support voting **YES on 1** because it makes our city safer.  **Please stand with the ACLU and many other groups in Salem and beyond** to confirm the Salem City Council’s vote against hate and discrimination. In Congressman Moulton’s words, “we owe it to our friends and neighbors who are already a part of our communities to feel safe and welcomed.”  **Vote YES on 1 and ask your friends, family, and neighbors to do the same.** |

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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:** |
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