**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 Mississippi |

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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.** |
| Zakiya Summers  zsummers@aclu-ms.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.” |
| Gov. Bryant, bring our troops home |

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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. |
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| **Side Box Content (Action & Event format only)** |
| Gov. Bryant, bring our troops home  Tell Governor Bryant to recall Mississippi National Guard troops home from the border and stop the support of the Trump Administration’s inhumane ‘zero-tolerance’ policy.  SIGN THE PETITION. |

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| **Hyperlinks for email message \*\*** |
| PETITON HYPERLINK  <https://www.aclu-ms.org/en/events/freedomforimmigrants-rally> |

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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. |
| The Administration’s inhumane ‘zero-tolerance’ policy is wreaking havoc all over this country, and Mississippi should have no role in it. We are calling on Governor Bryant to stand with governors across the country who refuse to support the enforcement of this policy and withdraw Mississippi National Guardsmen support of operations along the U.S.-Mexico border.  **Sign the petition.**  Governor Bryant has stated that he vows to continue to support the President’s orders. That’s why we must raise our voices and demand that the governor forbid the use of future state resources that support the horrible actions of separating families and detaining families indefinitely.  **Stand with the ACLU of Mississippi, Mississippi Immigrants Rights Alliance, and our allies as we call for an end to the systemic criminalization of immigrant communities.**  We’re taking this fight to the Governor’s Mansion, and we hope to see you there at 11 a.m. tomorrow for our [#FreedomForImmigrants Rally](https://www.aclu-ms.org/en/events/freedomforimmigrants-rally).  In solidarity, |

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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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