**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Mississippi |

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| **Mailing Date:** | 9/18/2016 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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** |
| Zakiya Summers  [zsummers@aclu-ms.org](mailto:zsummers@aclu-ms.org) |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| Images attached  Please use a stock image  No image |

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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.” |
| Last Chance: 2017 Blues on the Rez |

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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. |
| Reserve Your Seat Today! |

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| **Side Box Content** |
| Remove side box  Include side box  **Blues on the Rez Annual Dinner**  Sat., Sept. 23, 5 p.m.  The Lake House  135 Madison Landing Circle  Ridgeland, MS 39157   |  |  | | --- | --- | | |  | | --- | | [**RSVP TODAY**](https://ms.clicks.actions.aclu.org/t/gcH1AAbbZeTHHsQB-2sHFWvI47aE-5QOIExaaaaHHoBMYGMSxaa?s=2_3A46~amp;c=0rvlndsr~255zbbmt-nr.pqh~amp;k=h~amp;w=) | | |

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| **Hyperlinks for email message** |
| <https://www.facebook.com/ACLUMississippi>  <https://twitter.com/ACLU_MS>  <https://action.aclu.org/secure/blues-rez?ms=fb_170710_aff_ms_blues_rez> |

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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's one thing you want your recipient to pick up on, it's 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,  We are only a few days away from the **2017 Blues on the Rez** featuring Grady Champion. The American Civil Liberties Union of Mississippi will recognize seven individuals for their involvement and commitment to justice and equality during our premiere event on **Saturday, September 23, 2017** at **The Lake House** (135 Madison Landing Circle, Ridgeland, MS 39157), starting at 5 p.m. There’s still time to get your tickets now!  2017 Honorees   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Picture | Picture | Picture | Picture | Picture | | Khadafy & Quinnetta Manning | William Murphy & Betty Petty | Jensen Mater | Dana Schallheim | Dylan Singleton | | Criminal Justice Reform Award | Extending Equality to All Mississippians Award | Freedom of Speech & Expression Award | Volunteer of the Year Award | Defender of Freedom Award |   The 2017 Blues on the Rez will also include the annual meeting of the ACLU of Mississippi membership.  **[ACLU of Mississippi 2017 Blues on the Rez](https://action.aclu.org/secure/blues-rez?ms=fb_170710_aff_ms_blues_rez)**  **Saturday, September 23 at 5 p.m.** The Lake House  135 Madison Landing Circle  Ridgeland, MS 39157  If you have any questions, please email us at [office@aclu-ms.org](mailto:office@aclu-ms.org) or call 601-354-3408.  **Blues on the Rez is this Saturday. So, reserve your seat today.** [**Purchase tickets here**](https://action.aclu.org/secure/blues-rez?ms=fb_170710_aff_ms_blues_rez)**.**  Sincerely,  Jennifer Riley-Collins  Executive Director |
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