**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](mailto: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.” |
| ID Me Name Change Clinic |

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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)** |
| “ID ME” Name Change Clinic  October 7, 2017  10:00 a.m.-12:00 p.m.  ACLU of Mississippi Office  233 E. Capitol Street  Jackson, MS 39201  RSVP on Facebook event page by October 3, 2017 |

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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/1909068995998639/> |

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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. |
| Voting is the cornerstone to our democracy. But for the transgender and gender non-conforming community, it can be a cumbersome task now that Voter ID is a requirement at every election. We want to create a barrier-free and non-threatening zone so that all transgender and gender non-conforming Mississippians can cast their ballot without fear or intimidation.  The TEAP-MS Program introduces “ID Me,” an advocacy-led program that will provide a step-by-step guide and legal assistance to those seeking name/gender marker changes. The goal of this program is to further the voting rights of trans/GNC individuals and increase access to the polls.  ID Me  Saturday, October 7, 10 a.m.-12 p.m.  ACLU of Mississippi  233 E. Capitol Street  Jackson, MS 39201  [RSVP on Facebook](https://www.facebook.com/events/1909068995998639/)  Voting rights matter, and we are working to ensure that the votes of the trans/GNC community count. |

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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:** <https://twitter.com/ACLU_MS> |
| Facebook:  <https://www.facebook.com/ACLUMississippi>  Thank you for taking action to further voting rights of the trans/GNC community. Take the next step and share this alert with your friends. |