**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 \*\*** | 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.) |
| Brookhaven - 39601  Wesson - 39191  Bogue Chitto - 39629 |

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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.” |
| Your Vote, Your Voice |

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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. |
| TONIGHT: Voting Rights Workshop |

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| **Side Box Content (Action & Event format only)** |
| Voting Rights Workshop  TONIGHT, Tuesday, October 10, 6-8 p.m.  County Courthouse  Circuit Courtroom, 2nd Floor  300 S 1st Street  Brookhaven, MS 39601  RSVP |

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| **Hyperlinks for email message \*\*** |
| RSVP/Sign-Up link to email address – [office@aclu-ms.org](mailto:office@aclu-ms.org) |

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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 fundamental to our democracy. A more democratic society – one that empowers all of us to participate in a system that is fair and efficient – is a stronger one.  **TONIGHT: Join the ACLU of Mississippi and the Lincoln County Circuit Clerk’s Office for our *Voting Rights Workshop.***  Learn about your voting rights, the voting process, and new exciting voting rights reforms in Mississippi. Topics will include affidavit ballots, absentee voting, early voting, online registration, and more! Also included will be a Know Your Rights portion to tell you everything you need to know about how, when, and where you can vote and what to do if you are denied access to the ballot box.  This FREE workshop will answer your voting questions, introduce you to your local election officials, and inform you of your voting rights. Refreshments will be provided.  **Sign up: Let’s work together to expand access to the ballot!** |

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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:** |
| Facebook & Twitter |