**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.) |
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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.” |
| Register for our free speech training |

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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. |
| Know Your Rights |

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| **Side Box Content (Action & Event format only)** |
| Webinar: Free Speech Webinar  Wednesday, October 18, 6-6:30 p.m. CT  Online Webinar  RSVP By Email |

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| **Hyperlinks for email message \*\*** |
| RSVP/Sign-Up link to email address – [kklein@aclu-ms.org](mailto:kklein@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. |
| The ACLU of Mississippi is continuing our Wednesday Webinar series with a very important and timely topic – **Freedom of Speech and Expression.**  Is wearing a political shirt to class allowed? Can student athletes take a knee at a local football game? Is it legal for police to take greater measures to curb protester’s right to assembly after Charlottesville? This webinar will answer these questions and many more!  **RSVP for the Wednesday, October 18 webinar on free speech.**  **30 mins Webinar: *Freedom of Speech & Expression***  Wednesday, October 18  6-6:30 p.m.  RSVP BY EMAIL  This week’s topics include:   * Protester rights * Freedom of speech rights * Dress and expression rights * The “taking a knee” NFL controversy * Legal observer training   Tune in next **Wednesday, October 18th at 6:00 p.m.** to learn all about your Freedom of Speech and Expression rights! RSVP by emailing [kklein@aclu-ms.org](mailto:kklein@aclu-ms.org).  **Save the dates for these other scheduled webinars:**  October 25: Criminal Justice Reform/Police Accountability  November 1: LGBT Rights  \*Topic subject to change, but schedule will not.  **Sign up: Let’s fight for a more just and equitable Mississippi!** |

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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 |