**EMAIL SET-UP**

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

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| **Mailing Date:** | 11/27/2017 | **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** |
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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.” |
| Join us for our Open House, December 15 |

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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. |
| Fri., Dec. 15: ACLU of Mississippi 2017 Open House |

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| **Side Box Content** |
| Remove side box  Include side box  **ACLU of Mississippi 2017 Open House Friday, December 15, 5:30-8:30 p.m.** ACLU of Mississippi Headquarters  233 W. Capitol Street  Jackson, MS 39201  [RSVP on our Facebook page](https://www.facebook.com/events/144101022885862/) |

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| **Hyperlinks for email message** |
| <https://www.facebook.com/ACLUMississippi>  <https://twitter.com/ACLU_MS>  <https://www.facebook.com/events/144101022885862/> |

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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,  This has been an amazing yet compelling year. We have stood for those who have been marginalized. We have spoken out for the voiceless. Our commitment lies in your strength. That’s why we invite you to our 2017 Open House as we celebrate these victories and forge ahead to make Mississippi a just and equitable state for all.  [**ACLU of Mississippi 2017 Open House**](https://www.facebook.com/events/144101022885862/) **Friday, December 15, 5:30-8:30 p.m.** ACLU of Mississippi Headquarters  233 W. Capitol Street  Jackson, MS 39201  Enjoy refreshments while you mix and mingle with legislators, non-profit partners, and community leaders, and get engaged in our work to protect, defend, and extend civil liberties in every corner of the Magnolia State. This event is free and open to the public.  Drop by and let us celebrate you for standing with us. [RSVP on our Facebook page](https://www.facebook.com/events/144101022885862/), email us at [office@aclu-ms.org](mailto:office@aclu-ms.org), or call (601) 354-3408.  Sincerely,  ACLU of Mississippi |