**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 Missouri |

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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.** |
| [dvelazquez@aclu-mo.org](mailto:dvelazquez@aclu-mo.org), [lvehlewald@aclu-mo.org](mailto:lvehlewald@aclu-mo.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.” |
| How much do we shortchange justice in Missouri? (Hint: The answer is in the millions.) |

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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. |
| A $26 million funding gap for the Missouri State Public Defender system denies the right to effective legal representation to thousands in the state each year. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclu-mo.org/en/cases/church-v-missouri>  <https://www.aclu-mo.org/en/news/lack-adequate-funding-forces-missouri-public-defenders-shortchange-constitutional-rights> |

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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. |
| Dear XXXXX,  As the Missouri legislature ended its 2018 session, one of the last items on the docket was the state budget for next year.  In the final budget, Missouri State Public Defender system was granted $49,613,083 for 2019, an increase of $4 million over last year. Great news, right?  Not exactly.  The public defender office asked for $75,392,296. Public defenders need that much in order to ethically meet the demand for the thousands of Missourians who can’t afford a private attorney and are constitutionally guaranteed a right to legal counsel.  The difference between the state budget and recommended budget is staggering. The shortfall of $26 million jeopardizes each and every one of the nearly 112,000 cases currently within Missouri’s public defender system.  The American Bar Association sets minimum requirements for the amount of time lawyers should invest in case preparation to guarantee clients have ethical and adequate representation. There are 370 lawyers in the Missouri public defender system – each lawyer has hundreds of cases.  Every public defender would have to work more than 24 hours a day, every day of the year, to meet the minimum guidelines required for their cases in Missouri.  Thousands of individuals are effectively denied their constitutional right to counsel simply because they cannot afford a private attorney. The state of Missouri’s consistent failure to provide the Missouri State Public Defender with an adequate budget has pushed the state into a constitutional crisis.  [That’s why we sued.](https://www.aclu-mo.org/en/cases/church-v-missouri)  Missourians are not receiving their constitutional right to counsel. People are ineffectively represented and often take plea deals without seeing a lawyer just to get out of jail and back to their lives.  Decades of consistent underfunding and chronic understaffing forces public defenders into an impossible decision: serve their clients or knowingly disregard their constitutional rights.  ACLU of Missouri is working to raise awareness and bring change to how our state supports its public defenders and to protect the constitutional rights of those who rely on the public defender system.  [See what we’re doing and follow our updates as our case heads to trial in October.](https://www.aclu-mo.org/en/public-defenders)  Yours in justice,  Jeffrey A. Mittman Executive Director ACLU of Missouri |

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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:** |
| A shortfall of $26M forces Missouri’s public defenders to deny justice – how Missouri has shortchanged adequate public representation for decades from @aclu\_mo. <link> |