**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.” |
| Let prosecutors know you’re watching |

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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. |
| We need prosecuting attorneys who choose people over prisons. |

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| **Side Box Content (Action & Event format only)** |
| Prosecuting attorneys are the most powerful actors within the criminal justice system.  **Sign our petition and let the candidates for St. Louis County prosecuting attorney know you’re voting for criminal justice reform on August 7.**  [https://action.aclu.org/petition/it’s-time-hold-prosecutors-accountable](https://action.aclu.org/petition/it%E2%80%99s-time-hold-prosecutors-accountable)  Commit to Smart Justice across Missouri – take action with your vote.  <https://www.aclu.org/voter/> |

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| **Hyperlinks for email message \*\*** |
| <https://www.youtube.com/watch?v=wCxkGsh2XFk>  <https://www.pickyourpa.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. |
| Dear XXXXXX,  Justice can’t wait any longer. The time for smart justice is now.  Prosecuting attorneys hold a tremendous amount of power. They choose which charges to bring in thousands of cases, often altering the course of an entire life. They often call legislators to support - or oppose - criminal justice policy change.  Their power reaches across communities, into the courtroom, and all the way up to the state capitol and ballot box. The problem is that most of us don’t know who our PA is or what they stand for.  We’re putting the spotlight on prosecutors because they are often the most important actor in the criminal justice system. And the ACLU isn’t alone. By now you may have even seen a few celebs throwing their efforts into voter education, [like this partner project](https://www.youtube.com/watch?v=wCxkGsh2XFk) from John Legend calling on Missourians to get to know their local PA.  That’s why ACLU of Missouri has been heavily involved in voter education efforts surrounding the St. Louis County prosecuting attorney’s race. We believe that St. Louis County voters should understand the issues at stake in August 7’s election. We’ve collected and analyzed data and rounded up where the candidates stand on our website, [www.PickYourPA.org](http://www.PickYourPA.org).  St. Louis County’s next PA needs to be invested in smart justice -- seeking alternatives to jail or prison and treating the root causes of crime. Smart justice requires candidates who commit to ending cash bail, increasing the use of alternatives to incarceration, and fostering transparency in their office in order to support criminal justice reform.  Right now, justice is too often delayed. Across our state, thousands of people are held in jails simply waiting for trial. Securing freedom costs hundreds of dollars in bail money that many do not have. Pre-trial detention causes people to lose jobs, housing, and time with their family. All of this happens to people who have not been convicted of a crime.  Following the election for St. Louis County on August 7, ACLU of Missouri’s “Pick Your PA” project will roll out across the state. In Missouri, there are 115 elected prosecutors each representing one of the 114 counties, plus the city of St. Louis.  As elected officials, these prosecutors are ultimately accountable to us. It is up to every Missouri voter to make sure our elected prosecutors represent what’s best for the people.  Yours,  Sara Baker Legislative and Policy 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:** |
| Justice can’t wait any longer. The time for smart justice is now.  <link> |