**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 |

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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.” |
| Sentencing a 16-year-old boy to 241 years in prison is unconstitutional. |
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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. |
| Bobby Bostic will be 112 years old when he is eligible for parole for robbery-related crimes he committed when he was 16. This is cruel and unconstitutional – that’s why we’re asking the U.S. Supreme Court to take his case. |

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| **Side Box Content (Action & Event format only)** |
| |  | | --- | | Join us for our Voices of Liberty Lobby Day March 7, 2018  Jefferson City  [RSVP NOW](https://www.aclu-mo.org/en/events/2018-voices-liberty-lobby-day) | |

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| **Hyperlinks for email message \*\*** |
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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 XXX,  At 16, Bobby Bostic was sentenced to 241 years in prison for crimes he committed during a pair of robberies in St. Louis.  He will be 112 years old when he is eligible for parole in 2091.  Teens sent to prison for non-homicidal crimes should get a chance to show that they are capable of rehabilitating themselves. The Constitution demands it.  That’s why we’ve asked the Supreme Court of the United States to look at Bostic’s case.  And we’re not alone. The judge who sentenced Bobby Bostic agrees, too.  “I thought I was faulting Bostic for his crimes. Looking back, I see that I was punishing him both for what he did and for his immaturity,” [Sentencing Judge Evelyn Baker wrote in an op-ed in the *Washington Post*](https://www.aclu.org/blog/criminal-law-reform/sentencing/i-sentenced-teen-die-prison-i-regret-it). “I am now retired, and I deeply regret what I did.”  Judge Baker also added her name to a [friend-of-the-court brief filed by 26 former judges, prosecutors and law enforcement officials](https://www.aclu-mo.org/sites/default/files/phllipsblack_amicus.pdf) asking the Supreme Court of the United States to consider Bobby Bostic’s case.  When Baker sentenced the teen in 1995 she said, “You’re gonna have to live with your choice, and you’re gonna die with your choice because, Bobby Bostic, you will die in the Department of Corrections.”  In 2010, the U.S. Supreme Court held in Graham v. Florida that the U.S. Constitution’s Eighth Amendment “prohibits the imposition of a life without parole sentence on a juvenile offender who did not commit homicide.”  The decision requires that the state provide a “meaningful opportunity to obtain release based on demonstrated maturity and rehabilitation.” The court based the ruling in part on the growing scientific recognition that the brains of children under 18 remain undeveloped, including the parts needed for behavioral control.  The U.S. Supreme Court will make a decision in the next few months on whether it will hear Bostic’s case. In February, the court ordered the state to formally respond to our petition.  We think Mr. Bostic deserves an opportunity to show the crimes he committed as a teenager do not define him for a lifetime.  Yours,  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:** |
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