**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | Missouri |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **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 |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Missouri Supreme Court will decide if it’s OK for government to discriminate based on sex stereotypes |

|  |
| --- |
| **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 call on the court to see equality prevail in two upcoming discriminations cases. |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
|  |

|  |
| --- |
| **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,  Before he sued the Blue Springs School District for violating his rights, R.M.A. did things many teenage boys do: He ran track. He played football.  The district’s refusal to let R.M.A., a transgender student, use the men’s restroom and other facilities, forced him to stop playing sports. It limited his success in school.  On April 25, the Missouri Supreme Court will hear R.M.A.’s case.  It’s about more than bathrooms.  It’s about a boy asking his school and his community to treat him with respect and dignity, just like any other boy. It’s about acknowledging the existence and experience of transgender people. It’s about humanity.  It’s also about stopping discrimination based on stereotypes.  In addition to hearing R.M.A.’s case, on April 25 the court will also hear the case of Harold Lampley and Rene Frost.  Lampley, who worked at the Missouri Department of Social Services, was discriminated against because he didn't meet his bosses' stereotypes of how males should act. His co-worker, Rene Frost, was retaliated against because she associated with Lampley, who is gay.  The ACLU of Missouri filed friend-of-the-court briefs on behalf of both [R.M.A.](https://www.aclu-mo.org/en/cases/appleberry-v-blue-springs) and [Lampley and Frost](https://www.aclu-mo.org/en/cases/harold-lampley-and-rene-frost-v-missouri-commission-human-rights-amicus-curiae-1). Every student in Missouri deserves a fair chance to succeed in school and all Missourians deserve the right to employment free from discrimination based on sex stereotypes.  [The Missouri Supreme Court will soon decide if the state will continue to deny Missourians their rights based on outdated sex stereotypes](https://www.aclu-mo.org/en/news/aclu-missouri-statement-missouri-supreme-court-reviewing-lgbt-rights-cases). These cases are part of a larger movement to broaden the scope of civil and human rights in Missouri and across the nation.  We know hatred, intolerance, and discrimination persist. We hope that the court will see equality prevail.  Yours,  Jeffrey A. Mittman  ACLU of Missouri  Executive Director  P.S. - The ACLU of Missouri is working outside the courts to defend the rights of transgender people in Missouri. [Learn about our partnership with Jay-Marie Hill](https://www.aclu-mo.org/en/news/aclu-missouri-partners-jay-marie-hill-music-freedom-dreams-launch-transgender-education-and) to launch our new [Transgender Education and Advocacy Program](https://www.aclu-mo.org/en/campaigns/transgender-education-and-advocacy-program). |

|  |
| --- |
| **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:** |
|  |