**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Missouri |

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| **Mailing Date:** | 8/31/2017 | **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** |
| [lvehlewald@aclu-mo.org](mailto:lvehlewald@aclu-mo.org), [dvelazquez@aclu-mo.org](mailto:dvelazquez@aclu-mo.org) |

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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.” |
| Back to School: Students, Know Your Rights |

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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. |
| Give them everything they need for back to school: textbooks, No. 2 pencils, and Constitutional rights. |

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| **Side Box Content** |
| Remove side box  Include side box |

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| **Hyperlinks for email message** |
| https://www.aclu-mo.org/newsviews/2017/08/23/know-your-rights-back-school |

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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 XXXXXXX,  As students across Missouri prepare to go back to school, parents and caregivers make sure they're equipped with No. 2 pencils, three-ring binders, and textbooks -- everything they'll need to start the school year.  Yet for all this preparedness, we frequently overlook sending young people back to school with a firm understanding of their rights as students. While classes give them the basic knowledge of history and math, they often overlook educating youth on their basic rights as students.  We cannot forget: Constitutional rights also apply to students.  The school-to-prison pipeline is thriving in our state. Many Missouri students go to class each day with the presence of law enforcement in their school. Some school districts involve police in their disciplinary procedures and treat students of color with harsher punishments than their white classmates. This is how the school-to-prison pipeline starts: The earlier and more frequently children come in contact with law enforcement, or are removed from school as punishment, the more likely they are to continue to interact with the criminal justice system throughout their lives.  Two of the school districts with the highest racial disparities in discipline in the country are right here in Missouri.  That’s why we’re sending this message. We want to empower Missouri’s students.  We’ve compiled a short list of major cases in student rights, as well as a few quick notes on how students can know their rights in school. [Check out our website for the full details, as well as printable guide that you can keep on hand throughout the school year.](https://www.aclu-mo.org/newsviews/2017/08/23/know-your-rights-back-school)  Please feel free to share this email with students going back to school. Let’s help make this year a productive and just school year for Missouri’s students.  Thank you for your steadfast support,  Jeffrey A. Mittman  Executive Director  ACLU of Missouri  [www.aclu-mo.org](https://ms.clicks.actions.aclu.org/t/gcH1AAdbaTHT5QB0DmHFXlIP7aQKaOFGAiaaaaBGH~BMYWM2taa?q=4_y9431~amp;g=pwsmYv4~257xjjdfo.Zrj~amp;o=e~amp;0=) |