**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 \*\*** | 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.” |
| Stop the Pipeline of Injustice |

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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. |
| Excessive and unnecessary school discipline is costly, unconstitutional and makes Missouri’s children more likely to enter the criminal justice system. |

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| **Side Box Content (Action & Event format only)** |
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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 XXXXX,  All children have the Constitutional right to an equal education.  Many students of color and students with disabilities in Missouri aren’t getting their rightful opportunity to learn because they face more frequent and harsher school punishment than their peers.  Excessive and unnecessary school discipline is costly, unconstitutional and makes Missouri’s children more likely to enter the criminal justice system.  On Oct. 12, we’ll release our statewide report on this disturbing trend: “From School to Prison: Missouri’s Pipeline of Injustice.”  The ACLU of Missouri is working with parents, teachers, school administrators and policymakers to change our education system. Creating better school climates demands action at all levels – within districts, within school communities, and in policymaking.  Here’s a sneak peek at some of the recommendations we’re making to stop this pipeline of injustice:   * For Students: Know your rights when you interact with law enforcement at your school. * For Parents: Learn how to appeal a school’s disciplinary actions. * For Policymakers: Eliminate out-of-school suspension and expulsion. * For Law Enforcement: Create policies to ensure that the arrest or detention of a student is a last resort. * For Legislators: Require schools to adopt student search policies that match Fourth Amendment protections.   Missouri must offer an opportunity to succeed for all of its young people so they can thrive as adults.  We’ll share the report with you next week as we begin to embark on a statewide effort to stop the school-to-prison pipeline. You can also watch our press conference on Thursday, October 12 at 9:30 a.m. on Facebook Live and hear school reform advocates talk about how we must act now.  Stay tuned for opportunities where, together, we can create a better future for all of Missouri’s children.  Yours,  Jeffery 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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