**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 |

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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.” |
| Read our report and stop disparities in school discipline |

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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. |
| Find out how you can stop disparities in school discipline in our just-released report, “Missouri’s Pipeline of Injustice: From School to Prison.” |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Let us know if you or your organization wants to join us in stopping the pipeline of injustice = <https://action.aclu.org/secure/mo-school-to-prison>  Read the report now = https://www.aclu-mo.org/files/2515/0731/5330/ACLU\_MO\_STPP\_Report\_for\_web.pdf  Read our recommendations for students, parents, educators, policymakers, legislators and law enforcement = <https://www.aclu-mo.org/files/7515/0764/9930/STPP_Recommendations_and_Further_Reading.pdf>  download our sample toolkit = https://www.aclu-mo.org/files/7815/0764/9812/STPP\_Parent\_Toolkit\_Hazelwood.pdf |

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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,  Justice begins at the schoolhouse doors.  Today, we released our report, “Missouri’s Pipeline of Injustice: From School to Prison.”  In nearly every category of school discipline, we found that Black students and students with disabilities are punished more severely and more frequently than their peers.  Read the report now.  Some of the facts:   * Black students are 4.5 times more likely to be suspended than White students. * Black students with disabilities were more than three times more likely to be suspended than White students with disabilities. * Black boys are almost four times more likely to receive an out-of-school suspension than White boys. Black girls are six times more likely to receive an out-of-school suspension than White girls.   The consequences of excessive discipline extend far beyond the classroom. We should all be outraged at these findings. This is a wake-up call to every Missourian: We must act now for the future of our children.  This report is just the beginning of our efforts to address Missouri’s school discipline problem.  Read our recommendations for students, parents, educators, policymakers, legislators and law enforcement. You can also download our sample toolkit on how to understand discipline policies at your child’s school and become a more powerful advocate in breaking the school-to-prison pipeline.  The ACLU of Missouri also seeks to engage five school districts in decreasing suspension rates, while working community groups, educators, and partners already committed to improving the lives of children. Get involved and join us in stopping the pipeline of injustice.  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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