**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of New Mexico |

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| **Mailing Date:** | 8/31/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 2 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.) |
| **87048**, **87102**, **87104**, **87105**, **87106**, **87107**, **87108**, **87109**, **87110**, **87111**, **87112**, **87113**, **87114**, **87116**, 87117, **87120**, **87121**, **87122**, **87123** |

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| **Testers and Reviewers** |
| [rmaestas@aclu-nm.org](mailto:rmaestas@aclu-nm.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.” |
| For a better Albuquerque |

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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. |
| Attend our mayoral forum to move APD Forward |

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| **Side Box Content** |
| Remove side box  Include side box  APD Forward Mayoral forum  Wednesday, September 6, 2017  6:00-7:30 PM  African American Performing Arts Center  310 San Pedro Dr NE, Albuquerque, NM 87108 |

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| **Hyperlinks for email message** |
| <http://www.apdforward.org/mayoral_forum> |

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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 [name],  Crime is a concern for many citizens in Albuquerque, and the Mayor plays a large role in how we approach the unique challenges we face.  The ACLU of New Mexico is a proud member of APD Forward, a coalition dedicated to building a better Albuquerque by holding the Albuquerque Police Department accountable and monitoring the implementation of much needed reforms.  **We’re hosting a mayoral forum on Wednesday, September 6** to ask the candidates running for mayor in Albuquerque how they plan to oversee the reform process and restore trust between our police force and the community.  **Click here to RSVP for the APD Forward Mayoral Forum so you can hear directly from the candidates about how they plan to keep APD on track, reduce crime in our city, and address public safety.**  We know that the challenges we face in Albuquerque are best addressed with a constitutional, community-focused approach.  **Join us on September 6 where you will be able to hear how the candidates plan to build and restore trust between impacted communities and APD.**  See you there!  Maggie & Ana  ACLU-NM organizers |