**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 \*\*** | ACLU of Oregon |

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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.) |
| Suppress: 97520,97540,97535,97504,97501,97530,97502,97524,97525,97503,97539,97522,97544,97533,97537,97528,97627,97527,97541,97601,97536,97523,97634,97626,97497,97602,97543,97410,97531,97532,97538,97603,97534,97526,97484,97625,97417,97429,97604,97633,97469,97442,97457,97639,97632,97624,97496,97623,97415,97406,97432,97443,97731,97416,97447,97481,97466,97621, 97440,97401,97403,97475,97477,97404,97408,97402,97405,97409,97426,97455,97478,97437,97448,97446,97419,97451,97487,97454,97431,97327,97438,97461,97452,97489,97434,97456,97336,97348,97424,97412,97435,97490,97377,97386,97333,97488,97324,97389,97499,97430,97492,97355,97480,97339,97331,97436,97453,97345,97329,97321,97322,97335,97462,97330,97370,97473,97390,97479,97467,97439,97374,97493,97343,97352,97326,97463 |

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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.** |
| [sarmstrong@aclu-or.org](mailto:sarmstrong@aclu-or.org), [sarahjeanarmstrong@gmail.com](mailto:sarahjeanarmstrong@gmail.com) |

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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.” |
| They Report to You |

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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. |
| Your elected district attorney has the power to make change |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://theyreporttoyou.org/ |

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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 (First Name/supporter),  The idea behind the new [They Report to You](https://theyreporttoyou.org/) campaign is simple: We can make Oregon’s criminal justice system more fair and more effective by holding district attorneys (DAs) accountable for the power they wield over people’s lives.  DAs are elected by the voters. Oregonians have a right to know who they are and how they operate.  [VIDEO: Learn about the most powerful players in Oregon’s criminal justice system.](https://theyreporttoyou.org/)  District attorneys are the top prosecutor in each county, and they decide who gets charged with a crime, whether a person gets treatment or prison, and how harsh of a sentence to push for. DAs have a lot of power, and not a lot of oversight. But they also have power to make change.  [WATCH: Check out our one-minute videos to learn about the new campaign for criminal justice reform.](https://theyreporttoyou.org/)  We launched a new website to help people learn about their district attorneys: <https://theyreporttoyou.org/>. Visit the site to find out who your district attorney is and how they got in office. Learn about their power to end racial disparities, reduce the use of mandatory minimums, and stop the failed “War on Drugs.”  [Share your story, join the campaign, and reach out and demand change.](https://theyreporttoyou.org/) Together, we can hold elected district attorneys accountable for the power they wield in our criminal justice system.  Sincerely,  Daniel Lewkow Campaign Manager, They Report to You  ACLU of Oregon |

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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:** |
| We can make our justice system more fair & effective by focusing on the role of DAs: https://theyreporttoyou.org/ #TheyReportToYou via @ACLU\_OR |