**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.) |
| Portland metro: 97207,97208,97228,97238,97240,97242,97251,97253,97254,97256,97280,97282,97283,97286,97290,97292,97293,97294,97296,97204,97209,97227,97205,97201,97232,97214,97212,97258,97239,97221,97202,97210,97215,97213,97211,97217,97206,97219,97298,97225,97281,97218,97269,97216,97220,97005,97222,97266,97291,97075,97076,97077,97203,97229,97078,97008,97268,97034,97223,97035,97233,97006,97036,97230,97236,97086,97267,97003,97224,97027,97015,97007,97024,97062,97030,97068,97089,97124,97140,97080,97231,97060,97070,97045,97123,97113,97009,97132,97002,97133,97013,97022,97004,97020,97042,97053,97056,97106,97115,97032,97137,97051,97018,97055,97125,97010,97071,97127,97019,97119,97114,97116,97109,97017,97117,97054,97026,97111,97148,97023,97362,97373,97144,97064,97038,97011,97305,97128,97375,97303,97048,97101,97381,97304,97049,97067,97307,97014,97301,97308,97309,97311,97312,97313,97314,97310,97317,97371,97028,97385,97378,97141,97302,97031,97325,97131,97383 |

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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 |

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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.” |
| It’s the first time. |

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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. |
| We’re in the Give!Guide |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://aclu-or.org/giveguide>  <https://aclu-or.org/en/events/2017-aclu-oregon-state-union>  https://www.facebook.com/ACLUofOregon/ |

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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 (supporter/First Name),  I am excited to share that the [ACLU of Oregon has been selected as a Willamette Week Give!Guide](https://aclu-or.org/giveguide) nonprofit for the first time! Each year, the publication picks nonprofits that are changing Oregon for the better, and asks Oregonians to give generously to support their work.  In this divisive and troubling political environment, a lot of you have been asking how you can help protect civil liberties and civil rights in our state. Here’s one way that you can:  [Share this news with your friends and family!](https://aclu-or.org/giveguide) We’re looking for 250 of you to help us spread the word that the ACLU of Oregon is more than ready to resist.  After all, the ACLU of Oregon has been fighting hard for more than 62 years, and we’re not in any danger of slowing down now. Our work is more urgent and necessary than ever before. With your help, we can continue to push back on the Trump administrative in some seriously significant ways.  Here are *four reasons* to tell you friends about the ACLU of Oregon during this Give!Guide campaign:   1. ***We promise to remain vigilant.*** Courthouses should be safe, but federal agents with Immigration and Customs Enforcement (ICE) are scaring our neighbors, harassing people on the basis of skin color, and destroying Oregon families. A now viral video captured by our legal observers show ICE plainclothes agents at the Washington County courthouse surrounding, questioning, and attempting to detain Isidro Andrade-Tafolla, all the while failing to respond to requests that they identify themselves. 2. ***We’ve got your back.*** Border agents denied Cristina Alonso, a 22-year-old college student from Spain, entry into the country for a vacation. Instead, she spent 38 hours at the Northern Oregon Regional Correction Facility in The Dalles as friends and family frantically sought information on her whereabouts, information that the ACLU of Oregon helped secure. 3. ***We stand up for justice.*** This year, the ACLU of Oregon launched a campaign that seeks to improve voters’ understanding of the role that district attorneys play in Oregon’s criminal justice system. District attorneys are arguably the one of the most important figures in the criminal justice system. 4. ***Giving has never felt so good.*** Those who give through the Give!Guide will be rewarded with amazing incentives from local businesses such as free ice cream from Salt & Straw and more!   Last year, the ACLU of Oregon received 2,500 emails, telephone calls, and letters from Oregonians who felt their rights were violated. We believe that we can do better, and make this state safe for everyone.  But we need you. We need your support. Together, we’re unstoppable. [Click here to help the ACLU spread the word.](https://aclu-or.org/giveguide)  Warmly,  Shelly Hunter Development Director  P.S. Join us at our [annual membership meeting on Tuesday, November 7](https://aclu-or.org/en/events/2017-aclu-oregon-state-union) in Portland to hear updates on the fight for civil liberties and civil rights in our state. Can’t make it? [Watch our livestream on Facebook](https://www.facebook.com/ACLUofOregon/)! |

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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:** |
| Giving never felt so good! I am supporting the @ACLU\_OR in the Willamette Week Give!Guide! |