**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 Pennsylvania |

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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.** |
| Sara Mullen, smullen@aclupa.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.” |
| Take action to end family detention on June 30 |

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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. |
| Saturday is a National Day of Action to reunite families and for humane immigration policies |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://act.moveon.org/event/families-belong-together/?source=aclu&s=0 |

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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,  Bowing to mounting public pressure, including the ACLU’s litigation and advocacy, on June 20, President Trump issued an executive order, which purports to end family separation— a mess entirely of his own making. Tellingly, the order offers no plan to reunite the thousands of children who remain separated from their parents.  Through our class action lawsuit, we will continue to fight in court for a process to immediately reunite thousands of children with their parents. The bottom line is that Trump’s family-separation crisis is not over until the administration proves the policy has actually ended and every single child has been reunited with his or her parents, free from detention.  **Join us for the June 30 National Day of Action**. A broad coalition of organizations -- including the ACLU -- has called for a mass mobilization around the country.  Join us in the streets next weekend to end family detention! [Find the rally closest to you here](https://act.moveon.org/event/families-belong-together/?source=aclu&s=0).    Let’s work together to end family separation and the unnecessary detention of families and to create humane policies that positively impact our communities. Let’s remain vigilant and relentless in pursuit of justice for these families.    Thank you for standing with us.    Sincerely,    Reggie Shuford  Executive Director, ACLU of Pennsylvania |

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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:** |
| Saturday is a National Day of Action to #EndFamilyDetention. Because #FamiliesBelongTogether. Find an event near you. |