**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 South Dakota |

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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.** |
| [Jpetersen@aclu.org](mailto:Jpetersen@aclu.org), [ajorgensen@aclu.org](mailto:ajorgensen@aclu.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.” |
| Upcoming Opportunities to Put Your Activism to Work in South Dakota! |

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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. |
| Join the ACLU of South Dakota for the Women’s March and Stay Tuned for Legislative Alerts! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Volunteer: <https://action.aclu.org/secure/sd-volunteer>  Legislative Advocacy Toolkit: <https://www.aclusd.org/en/SD-Legislative-Advocacy-Toolkit>  Women’s March Event: <https://www.facebook.com/events/138712846792564/>  Legislative Coffee or Cracker Barrel: <https://www.aclusd.org/en/news/make-your-voice-heard-attend-your-local-legislative-coffee-or-cracker-barrel> |

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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. |
| The 2018 South Dakota Legislative Session is in full swing. It is crucial to show to our representatives that we are tuned in and will hold them accountable when our rights are in jeopardy. There are some upcoming opportunities to put your activism to work in South Dakota:   * Walk with us in the [2018 Women’s March](https://www.facebook.com/events/138712846792564/) in Sioux Falls on Saturday, January 20 * Check out our [Legislative Advocacy Toolkit](https://www.aclusd.org/en/SD-Legislative-Advocacy-Toolkit) * Attend a legislative cracker barrel or coffee in your district and [make your voice heard](https://www.aclusd.org/en/news/make-your-voice-heard-attend-your-local-legislative-coffee-or-cracker-barrel)   Are you ready to take action? Follow us throughout the legislative session [Facebook](https://www.facebook.com/ACLUSD/), [Twitter](https://twitter.com/ACLUSD), [Instagram](https://www.instagram.com/aclu_southdakota/), and our [website](http://aclusd.org/) to get involved.  In solidarity,  Adam,  ACLU of South Dakota  PS. In the upcoming legislative session it is going to be critical for [South Dakotans like you to show up](https://www.aclusd.org/en/news/volunteer-aclu-south-dakota-legislative-session). **Join us as a volunteer and stand with the ACLU of South Dakota!** |
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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:** |
| **In 2018 I’m putting my activism to work. Join me! #SDLeg** <https://www.aclusd.org/en/news/legislative-session-has-arrived-check-out-our-legislative-advocacy-toolkit> |