**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 \*\*** | Vermont |

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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.) |
| 05201, 05262, 05257, 05250, 05255, 05254, 05340, 05152, 05253, 05251, 05739, 05773, 05742, 05777, 05759, 05738, 05730, 05758, 05359, 05301, 05358, 05342, 05776, 05253, 05152, 05148, 05161, 05739, 05761, 05775, 05774, 05730, 05738, 05764, 05735, 05765, 05736, 05701, 05751 |

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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.** |
| [namador@acluvt.org](mailto:namador@acluvt.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.” |
| ACLU’s campaign for criminal justice reform at Northshire Books |

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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 for an evening presentation and discussion on how we can end the culture of mass incarceration |

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| **Side Box Content (Action & Event format only)** |
| Ending a Culture of Mass Incarceration  Northshire Bookstore  4869 Manchester Center, VT 05255  5:30-7:00 pm |

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| **Hyperlinks for email message \*\*** |
| www.northshire.com |

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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 U.S. represents just 4% of the world's population, yet we lock up nearly 25% of the world's prisoners. Nationwide, Black and Latinx communities are over-represented in the system and Vermont is no different.  In Vermont, our incarceration rate has followed national trends, tripling since the 1980s and reinforcing systems of racial oppression.  Within the picture of this national problem, elected prosecutors, also known as district attorneys or state’s attorneys, play a critical and often unexamined role in our criminal justice system.  They decide who is charged with a crime and who is free to go, who gets diversion for treatment of mental illness or addiction, and who goes to prison instead, and for how long.  As we prepare for the upcoming election of our state’s attorneys, the ACLU of Vermont invites you to a discussion about how to reform our criminal justice system and how we, as voters, can ask prosecutors participate in reducing the number of people in our prison system.  Guest speakers include James Duff Lyall, Executive Director of the ACLU-VT and local criminal justice reform advocate, Ashley Sawyer of ACLU’s Smart Justice Campaign. |

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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:** |
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