**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Vermont |

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| **Mailing Date:** | **9/13/2017** | **Flexibility:** | ☐ Can't be moved  ☒ Slightly moveable, up to 3 days ☐ Moveable, 3 to 5 days |

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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.) |
| 05254, 05255, 05251, 05340, 05148, 05250, 05262, 05201, 05257, 05768, 05761, 05739, 05701, 05773, 05759, 05777, 05757, 05161 |

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| **Testers and Reviewers** |
| [jlyall@acluvt.org](mailto:jlyall@acluvt.org) (James Lyall) |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| X Images attached ☐ Please use a stock image  No image |

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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 Community Forum @ 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 us at Northshire Books for a community forum led by James Duff Lyall, Executive Director of the ACLU of Vermont. |

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| **Side Box Content** |
| Remove side box x Include side box  ACLU of Vermont Community Forum Wednesday, September 27, 2017  6:00pm  Northshire Books 4869 Main St  Manchester Center, VT 05255 |

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| **Hyperlinks for email message** |
| https://www.northshire.com/event/community-forum-aclu-vermont |

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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's one thing you want your recipient to pick up on, it's 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 \_\_\_\_\_\_\_\_\_\_\_\_\_,  Join the ACLU of Vermont at 6:00 pm on [Wednesday, September 27th at Northshire Bookstore](https://www.northshire.com/event/community-forum-aclu-vermont) in Manchester Center for a community forum led by James Duff Lyall, Executive Director of the ACLU of Vermont.  We’ll discuss the state of civil liberties in the age of Trump, opening a conversation to address questions like:   * What is the ACLU doing to counter the Trump administration’s assault on civil liberties? * What important civil rights cases will the Supreme Court be considering this year? * How is the ACLU working to strengthen civil liberties protections in Vermont?   The ACLU of Vermont is dedicated to advancing the constitutional rights of all Vermonters. Since our founding 50 years ago, we have worked tirelessly in the courts, the legislature, and our communities to preserve the individual rights and liberties guaranteed by our Constitution and the Bill of Rights. That work has never been more essential than it is today.  So please bring your questions, your concerns, your ideas – and a friend!  -ACLU of Vermont  VT-Anniversary-50-V01.jpg |