**EMAIL SET-UP**

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

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| **Mailing Date:** | **10/3/2017** | **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.) |
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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.” |
| Tickets For WHOSE STREETS? On Sale Now! |

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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. |
| Come see the critically acclaimed documentary at the Vermont International Film Festival |

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| **Side Box Content** |
| Remove side box x Include side box  Whose Streets? Directed by Sabaah Folayan USA / 2017 / Documentary / 103 minutes  October 23, 2017, 7:15 PM Main Street Landing Film House 60 Lake Street, 3rd Floor Burlington  Venue is Wheelchair Accessible  [Purchase Tickets](http://vtiff.org/events/whose-streets/)  [Side box photo: *Whose Streets?* poster] Caption: Photo courtesy of Magnolia Pictures |

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| **Hyperlinks for email message** |
| Buy Tickets: <http://vtiff.org/events/whose-streets/>  Watch Trailer: <http://vtiff.org/events/whose-streets/>; |

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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. |
| Please join the ACLU of Vermont at the October 23rd screening of Whose Streets? at the Vermont International Film Festival. This documentary, which premiered at the 2017 Sundance film festival, is a street-level view of the Ferguson uprising and the birth of the Black Lives Matter movement as told by those who lived it. [Watch the trailer](http://vtiff.org/events/whose-streets/).  This screening is sponsored by the ACLU of Vermont and immediately following the film we’ll host an audience Q&A session focused on the modern civil rights crisis depicted in Whose Streets? – racial injustice, militarized police violence, and the unconstitutional treatment of protestors. We’ll discuss the ways in which these injustices persist throughout the country, and how we can move forward to create a more just society with equal rights for all.  I hope that you can join us to view this important film. Tickets are on sale now – [purchase yours today](http://vtiff.org/events/whose-streets/).  Sincerely,  James Duff Lyall Executive Director |