**EMAIL SET-UP**

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

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| **Mailing Date:** | **11/8/2017** | **Flexibility:** | ☐ Can't be moved  x 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.) |
| [Southeast Chittenden, Southern Lamoille and Washington Counties] 05401, 05402, 05403,05404, 05405, 05407, 05408, 05451, 05452, 05453, 05461, 05462, 05465, 05466, 05477, 05482, 05489, 08490, 05494, 05661, 05657, 05672, 05655, 05601, 05602, 05604, 05609, 05620, 05633, 05640, 05641, 05647, 05648, 05649, 05650, 05651, 05654, 05658, 05660, 05663, 05664, 05666, 05667, 05670, 05671, 05673, 05674, 05676, 05677, 05678, 05681, 05682 |

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| **Testers and Reviewers** |
| [kconnizzo@acluvt.org](mailto:kconnizzo@acluvt.org); |
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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.” |
| Get Tickets Today - Poets Resist: Voices of Dissent |

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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. |
| A night of poetry to benefit the ACLU |

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| **Side Box Content** |
| Remove side box x Include side box  Poets Resists: Voices of Dissent Presented by Bear Pond Books November 14th, 7:00 pm Unitarian Church 130 Main Street Montpelier, VT 05602 [[Buy Tickets]](http://www.bearpondbooks.com/poets-resist-ticket) |

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| **Hyperlinks for email message** |
| Buy Tickets: http://www.bearpondbooks.com/poets-resist-ticket |

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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 \_\_\_\_\_\_\_\_\_\_\_\_\_,  **Dissent is patriotic.** Join us at the Montpelier Unitarian Church next Wednesday, November 14th for a night of political poetry with Reuben Jackson, Tina Escaja, Sarah Browning, Simone John and Burlington’s Muslim Girls Making Change. Poets Resist: Voices of Dissent is presented by Bear Pond Books and a benefit for the ACLU of Vermont. [Tickets are $5 – get yours online today](http://www.bearpondbooks.com/poets-resist-ticket)!  Poets will read/perform poetry about the current political climate, racism, and injustices in our society: poems that speak to resistance! Vermont Poet Laureate Chard DeNiord will provide an introduction.  Come and be a part of an event showcasing the strength of artists standing together and the power of art to challenge authority and inspire change. We hope to see you there!  -ACLU of Vermont  VT-Anniversary-50-V01.jpg |