**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Virginia |

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| **Mailing Date:** | 6/17/2016 | **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** |
| Bill Farrar – bfarrar@acluva.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. |
| 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.” |
| Do you have Mobile Justice? You should. |

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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. |
| The ACLU of Virginia’s smart phone app is here to protect you and others. |

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| **Side Box Content** |
| Remove side box  Include side box  [**Download Mobile Justice today!**](https://acluva.org/mobilejustice/) |

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| **Hyperlinks for email message** |
| Download link - <https://acluva.org/mobilejustice/>  “people’s bodycam” links to <http://wric.com/2015/11/13/aclu-launches-mobile-justice-app/>  “documented by victims or witnesses on their phone cameras” links to <https://www.washingtonpost.com/news/morning-mix/wp/2016/06/15/investigation-opened-in-chicago-after-video-uploaded-to-facebook-shows-police-officer-stomping-on-suspects-head/>  “somehow disappear” links to <http://www.ibtimes.com/police-are-deleting-smartphone-videos-crime-scenes-even-though-its-illegal-2359913>  “top three progressive smart phone apps” links to <http://blog.credomobile.com/2016/05/three-free-progressive-apps-for-your-smartphone/> |

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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. |
| Mobile Justice is the ACLU of Virginia’s “[people’s bodycam](http://wric.com/2015/11/13/aclu-launches-mobile-justice-app/)” smart phone application. It allows users to send video of law enforcement interactions to the ACLU of Virginia for review, along with an optional but helpful incident report.  Given the alarming number of instances of police abuse across the country [documented by victims or witnesses on their phone cameras](https://www.washingtonpost.com/news/morning-mix/wp/2016/06/15/investigation-opened-in-chicago-after-video-uploaded-to-facebook-shows-police-officer-stomping-on-suspects-head/), the need for the app is quite real. All too often private videos of police situations [somehow disappear](http://www.ibtimes.com/police-are-deleting-smartphone-videos-crime-scenes-even-though-its-illegal-2359913) once someone’s phone is confiscated. Worse, sometimes phones are damaged or destroyed.  Since the ACLU-VA launched Mobile Justice in November, more than 4,050 people have installed it on their devices and hundreds of videos have been submitted for review. Credo Mobile recently selected Mobile Justice as one of the “[top three progressive smart phone apps](http://blog.credomobile.com/2016/05/three-free-progressive-apps-for-your-smartphone/)”.  Other useful features of the app include:   * “Witness mode,” which lets users know when someone else nearby is filming a law enforcement interaction so they can go to the scene and take their own video. * A handy “Know Your Rights” section to help users understand what they should and should not do during a police encounter. * Push notifications that let us alert you when there is an important criminal justice matter with which we need your help.   Most important, Mobile Justice is free and available for both iPhone and Android devices.  [**Get Mobile Justice today!**](https://acluva.org/mobilejustice/) |