**EMAIL SET-UP**

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| **Affiliate Name** | West Virginia (50) |

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| **Mailing Date:** | 1/23/2018 | **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** |
| [jcohen@alcuwv.org](mailto:jcohen@alcuwv.org)  [ebaumwell@acluwv.org](mailto:ebaumwell@acluwv.org)  mkennedy@acluwv.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.” |
| WV Women’s Healthcare Is Under Attack |

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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. |
| Contact key legislators and tell them to stop playing politics with women’s health. |

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| **Side Box Content** |
| Remove side box  Include side box |

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| **Hyperlinks for email message** |
| <http://acluwv.org/> |

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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 ACLU of West Virginia Family,  Some politicians in Charleston are trying to take health coverage away from West Virginia women just to score political points – we can’t let them. In 1993, the Supreme Court of West Virginia ruled that the state constitution protects a woman's health and that if the state Medicaid program provides healthcare for pregnant women, it must include all medical options, including abortion. Now, legislators are trying to overturn the court’s decision.  Tomorrow the House Health and Human Resources Committee plans to take up HB 4012, a bill that will limit the healthcare options for pregnant women on Medicaid. West Virginia's Medicaid program should cover annual check-ups, prenatal and maternity care, family planning services including birth control, and abortion.  We need you to call key members of the House Health and Human Resources Committee and tell them that you are a West Virginia voter and you want them to stop playing politics with women’s health. Tell them to follow the state constitution and reject HB 4012. Let them know that we want Medicaid to continue covering abortion.  Call these legislators today:  Joe Ellington (304) 340-3269  Amy Summers (304) 340-3139  Linda Longstreth (304) 340-3124  If you get their voicemail, leave a message. We can only win this fight together with you.  Onward Together,  [**ACLU of West Virginia**](http://acluwv.org/) |
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