**EMAIL SET-UP**

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

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| **Mailing Date:** | 3/5/2018 | **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)  [mkennedy@acluwv.org](mailto: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.” |
| A Radical Attack on the WV Constitution |

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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 the fight to protect women’s health in West Virginia |

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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,  The West Virginia House of Delegates just passed SJR 12, a dangerous initiative to cut off access to abortion care for poor and working-class women. Now that it’s passed the House and Senate, it will be on the ballot in November. If it were to pass, it would mean our state constitution will be changed so it will NOT protect the right of a woman to have an abortion in any situation, including in cases of rape or incest, or if a woman’s life is in danger.  [Now it’s up to us, to all West Virginia voters, to stand up and make our voices heard louder than ever](https://peoplepower.org/fight-for-womens-health-west-virginia/).  To be clear, this has nothing to do with the health or well-being of West Virginia women. This initiative is being pushed for political gain. Political opportunists believe that putting this issue on the November ballot will give them a partisan electoral advantage. That’s right, they’re playing with our constitution and stripping away women’s fundamental right to basic bodily autonomy for their own personal gain. Let’s show them we’re not going to stand for them playing politics with women’s health care.    We can’t be discouraged, we need to commit to fight back starting today and all the way until Election Day in November. And we simply can’t do it without you.   Will you fight with us for West Virginia women and to put health over politics?  [Let us know that you’re with us.](https://peoplepower.org/fight-for-womens-health-west-virginia/)  Thank you for all that you’ve done so far. We can win if we stand together.  Onward Together,  [**ACLU of West Virginia**](http://acluwv.org/) |