**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU of Wisconsin |

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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.) |
| 53005, 53007, 53008, 53018, 53029, 53045, 53046, 53051, 53052, 53056, 53058, 53064, 53066, 53069, 53072, 53089, 53089, 53103, 53118, 53119, 53122, 53127, 53146, 53146, 53149, 53150, 53151, 53151, 53153, 53183, 53186, 53186, 53187, 53188, 53188, 53189 |

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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| mcollins@aclu-wi.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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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.” |
| Stop Mass Deportation in Waukesha County |

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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. |
| Take action to urge Waukesha County to withdraw its application to the 287(g) program. |

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| **Side Box Content (Action & Event format only)** |
| Stop Trump’s Mass Deportation Agenda |

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| **Hyperlinks for email message \*\*** |
| [https://ssl.capwiz.com/aclu/callalert/index.tt?alertid=79046626&type=CU&ms=eml\_171102\_aff\_WI\_&af=##capwiz\_query\_encrypted##](https://ssl.capwiz.com/aclu/callalert/index.tt?alertid=79046626&type=CU&ms=eml_171102_aff_WI_&af=#%23capwiz_query_encrypted%23%23) |

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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 is one thing you want your recipient to notice, it is 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. |
| Waukesha County Sheriff Eric Severson wants the Trump administration to turn his deputies into federal immigration agents – and we’re running out of time to stop him.  Sheriff Severson has applied to be part of a program called 287(g), which allows local police to enforce federal immigration law.  This would allow local sheriff’s deputies to work with ICE to raid people’s homes, tear families apart, and round up members of our community for deportation.  **Call Sheriff Severson and Waukesha County leaders TODAY and tell them to withdraw their 287(g) application.**  The 287(g) program is known to destroy police-community trust, waste taxpayer dollars and make our communities less safe.  We only have until November 13 to convince Waukesha County to withdraw its application to become part of President Trump’s mass deportation force.  Take action before it’s too late.  **Tell Sheriff Severson that he took an oath to protect and serve, not detain and deport.** |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
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