**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Alaska |

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| **Mailing Date:** | **1/29/2018** | **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  X Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| Anchorage Residents only  Zip codes: 99501, 99502, 99503, 99504, 99505, 99507, 99508, 99509, 99510, 99511, 99513, 99514, 99515, 99516, 99517, 99518, 99519, 99520, 99521, 99522, 99523, 99524, 99529, 99530, 99599, 99695, 99567, 99577, 99587, 99540 |

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| **Testers and Reviewers** |
| [rrakibullah@acluak.org](mailto:rrakibullah@acluak.org)  [creynolds@acluak.org](mailto:creynolds@acluak.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.” |
| Join us for an ACLU Update on our work and other events around Anchorage! |

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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. |
| Put these events on your calendar now. |

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

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| **Hyperlinks for email message** |
| ACLU Update and Volunteer Training = <https://www.acluak.org/en/events/aclu-alaska-update-and-volunteer-training>  First Friday Film = <https://www.acluak.org/en/events/first-friday-film-loussac-library>  Vote By Mail Canvass = <https://www.acluak.org/en/events/vote-mail-city-wide-canvass> |

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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 Supporter,  We have a busy few weeks here at the ACLU of Alaska! Join us for one (or all!) of these upcoming events:  **ACLU Update and Volunteer Training**  Wednesday, January 31, 6pm – 8pm  1057 W. Fireweed Ln., Anchorage, AK 99503  2017 was a big year for defenders of civil rights and liberties and at the ACLU of Alaska, we are bigger and busier than ever before. Come learn about what we've been up to, what our priorities are for 2018, and how you can get involved!  **First Friday Film about Justice Thurgood Marshall**  Friday, February 2, 6:30pm  Loussac Library  3600 Denali St., Anchorage, AK 99503  Join the ACLU of Alaska and the Anchorage Public Library for a First Friday Film about Justice Thurgood Marshall, the first African American Supreme Court Justice, as he battles through one of his career-defining cases. The film is rated PG-13.  **City-Wide Vote By Mail Canvass**  Saturday, February 10, 11am – 2pm  1057 W. Fireweed Ln., Anchorage, AK 99503  The Anchorage Municipal Election coming up in April will be conducted entirely by mail. Help us knock on doors to educate voters about the new system and remind everyone to update their addresses by March 3!  Email us at [rsvp@acluak.org](mailto:rsvp@acluak.org) with any questions. See you there!  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |