**EMAIL SET-UP**

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

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| **Mailing Date:** | **9/14/2017** | **Flexibility:** | ☐ Can't be moved  X Slightly moveable, up to 3 days ☐ Moveable, 3 to 5 days |

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| **Target Audience** |
| **X** 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** |
| [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. |
| ☐ 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 at the Civics Fair this Saturday! |

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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. |
| Celebrate Constitution Day by learning about how to get involved in your community! |

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

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| **Hyperlinks for email message** |
| Event: <https://www.acluak.org/en/events/civics-fair-sat-sept-16> |

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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,  Sunday, September 17 is **Constitution Day**, the anniversary of the formation and signing of the U.S. Constitution in 1787! To celebrate, we partnered with the Municipality of Anchorage, Alaska Bar Association, Anchorage Public Library, and many other local organizations to organize a **Civics Fair**. Come hear from dynamic speakers, meet local civic organizations, and learn how to become involved in your community!  **Civics Fair**  Saturday, Sept. 16, 1 – 3pm  Z. J. Loussac Public Library  3600 Denali St.  Anchorage, AK 99503  The Constitution is an incredibly important document—it safeguards our most cherished rights and lays out a blueprint for a government that represents the people. By getting involved, you can help make Anchorage a better place and ensure that the Constitution’s protections remain strong right here at home. We hope to see you on Saturday!  Sincerely,  Rashika Rakibullah  Lead Organizer  ACLU of Alaska |