**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of Colorado |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **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.** |
| John Krieger @ Jkrieger@aclu-co.org |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Be a voice for civil rights. Register today for ACLU Lobby Day. |

|  |
| --- |
| **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 us for People Power at the Capitol |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| 2017 ACLU of Colorado Lobby Day  Wednesday, March 14th  8 am  RSVP today! |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| <https://action.aclu.org/secure/co_LobbyDay2018> |

|  |
| --- |
| **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. |

|  |
| --- |
| **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:** |
| Dear supporter,  Have you signed up yet for ACLU of Colorado Lobby Day?  For the second straight year, we are bringing ACLU members and supporters from around the state to the Capitol to talk to their lawmakers about the need to protect civil rights and civil liberties.  We’ll meet in the morning on March 14th at the First Baptist Church of Denver. We’ll provide food, information, and training on how to talk to your legislators about our top priority bills. Then, we’ll head to the Capitol to talk with lawmakers about topics like voting rights, justice reform, and the need for full renewal of the Colorado Civil Rights Division. Afterwards, we’ll come back together for lunch and to wrap up and share our experiences.  **ACLU of Colorado Lobby Day** WHEN: Wednesday, March 14 at 8 am WHERE: First Baptist Church of Denver,  1373 Grant St., Denver, CO 80203  **RSVP is required**. Sign up at: <https://action.aclu.org/secure/co_LobbyDay2018>  Questions? Contact Delana Maynes at DMaynes@aclu-co.org.  Hope to see you there, |