**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 Connecticut |

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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 \*\***  **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.** |
| Please FORWARD test to Meghan Holden, [mholden@acluct.org](mailto:mholden@acluct.org) 860-992-7645 |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| X 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.” |
| You made these 12 civil liberties victories possible |

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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. |
| Connecticut’s 2018 legislative session is over. You helped pass 12 bills for liberty, justice, and equality. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.acluct.org/en/news/heres-what-happened-connecticuts-2018-legislative-session> |

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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. |
| Dear [First name],  Connecticut’s 2018 legislative session ended on May 9. This year, the ACLU of Connecticut weighed in with testimony on more than 80 bills — some good proposals, some bad, and some in between.  In the end, ACLU-CT advocates like you helped to push the Connecticut General Assembly to pass **12 civil liberties bills** [LINK] for criminal justice reform, police accountability, reproductive freedom, LGBTQ rights, immigrants’ rights, racial justice, students’ rights, and more.  You helped to pass the first bill in the country to require a state Department of Correction to treat transgender people who are incarcerated according to their gender identities. You forced Connecticut to begin reexamining its lack of protections for students’ privacy rights. You successfully stopped cruel and unnecessary bills that would have threatened Connecticut’s progress on criminal justice reform.  Read our quick overview of which bills passed, which didn’t, and what’s next. [LINK]  The 2018 legislative session might be over, but our work to make Connecticut a more free, just, and equal place is never done. Bills to protect Net Neutrality, advance voting rights, defend immigrants from unnecessary involvement with ICE, and more didn’t make it through the legislature this year. We still have much more work to do to end mass incarceration, create police accountability, and ensure liberty, justice, and equality for everyone in the Constitution State.  With your help, Connecticut will keep making progress.  Thank you for standing with civil liberties,   David McGuire & Kaley Lentini ACLU of Connecticut staff working at the capitol for civil liberties |

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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:** |
| Here are 12 ways Connecticut took steps toward liberty, justice, and equality this legislative session: [LINK] via @acluct |