**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-DC |

|  |
| --- |
| **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.** |
| sito@acludc.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.” |
| Our (immigrant) friends and neighbors |
|  |

|  |
| --- |
| **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 on October 10 at the Supreme Court! |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| https://go.peoplepower.org/event/action/9187?source=map&akid= |

|  |
| --- |
| **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 Friend/[First Name],    Since the moment he was sworn in, President Trump has demonstrated again and again that he is willing to disregard the Constitution in order to promote his racist and xenophobic agenda.    Seven days into his presidency, he sought to ban all refugees plus immigrants from seven majority-Muslim countries from entering our country. Within hours the ACLU sued, putting a temporary halt to the discriminatory executive order.    Trump issued a second order. We sued again. In just a few weeks, on October 10, ACLU Legal Director David Cole will argue that case, *International Refugee Assistance Project v. Trump*, before the Supreme Court on behalf plaintiffs that include refugees and U.S. citizens.    Meanwhile, Trump has just announced he is rescinding the Deferred Action for Childhood Arrivals (DACA) program. Established in 2012 by President Obama, DACA ensured that young undocumented immigrants who were brought to the U.S. as children were safe from deportation. Nearly 800 D.C. residents use their DACA status to give back to our country and community in innumerable ways: they are our doctors, soldiers, and students. They are our neighbors, family, and friends.    Here in D.C. we have no congressional representation. We can’t call for legislative solution for the DREAMers and the other victims of Trump’s agenda. But what we can do is show up.    [Join us on October 10 for a rally in front of the Supreme Court. Let’s show President Trump that hate has no home in D.C., and all immigrants are welcome here.](https://go.peoplepower.org/event/action/9187?source=map&akid=)  I hope to see you there!  Monica Hopkins-Maxwell Executive Director, ACLU of the District of Columbia |

|  |
| --- |
| **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:** |
|  |