**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 Georgia |

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| **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.) |
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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.** |
| [arosato@acluga.org](mailto:arosato@acluga.org)  [taustin@acluga.org](mailto:taustin@acluga.org)  [ayoung@acluga.org](mailto:ayoung@acluga.org)  [jhooper@acluga.org](mailto:jhooper@acluga.org) |

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| **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) |
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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 ACLU of Georgia’s rapid response team!** |

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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. |
| Join our rapid response team TODAY, and we will keep you up-to-date with actions YOU CAN TAKE to promote good public policies and defeat bad ones. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Peoplepower.org |

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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 \_\_\_\_,  With YOUR help and support, the ACLU of Georgia has won tremendously important battles defending your civil liberties and constitutional rights in the courts, at the state legislature, and throughout Georgia.  **Sign up at**[**peoplepower.org**](http://peoplepower.org/)**to be part of the ACLU of Georgia’s rapid response team!**  The following are some of the major wins YOUR active civic engagement achieved this year.   * Racial Justice   + Defeated a proposal to increase penalties for political activity * Fair Elections   + Defeated a bill that would have redrawn legislative districts specifically to weaken the political power of communities of color voters * Voter Rights   + Pressured local officials into abandoning their plans that would have slashed the number of polling locations in minority communities while leaving two polling places located in overwhelmingly white areas * Women’s Rights   + Passed a bill that permits workers to use their sick leave to care for immediate family members * Immigrant Rights   + Defeated a bill that would have turned local police into ICE agents   With your continued support, together we can make an even bigger impact!  In just a few short weeks, we head into the Georgia legislative session. The ACLU of Georgia needs ***YOUR*** help to continue this momentum and build support to continue our work in protecting everyone’s civil liberties and constitutional rights.  Join our rapid response team TODAY, and we will keep you up-to-date with actions YOU CAN TAKE to promote good public policies and defeat bad ones.  **Sign up at**[**peoplepower.org**](http://peoplepower.org/)**to be part of the ACLU of Georgia’s rapid response team!**    Stay tuned for updates! This will be another critically importa7nt legislative session. You will receive updates as we move forward to protect civil liberties and constitutional rights for all Georgians.  Thank you for all of your support!  Sincerely,  Andrea Young  Executive Director  ACLU of Georgia |

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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:** |
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