**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 \*\*** | Illinois |

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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.** |
| [eyohnka@aclu-il.org](mailto:eyohnka@aclu-il.org), [kkoziel@aclu-il.org](mailto:kkoziel@aclu-il.org), (please forward email – the tests get stuck in our spam filter) |

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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.” |
| Protecting net neutrality |

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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. |
| Use our connector to call your state representative today |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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 :  The Trump dominated FCC recently rolled back net neutrality rules – meaning that large cable and internet providers can regulate how quickly information moves around the internet – to enhance their profits. Information can be allowed to move faster or slower, sites can easily load or be blocked, and some information can be given preference based on money or ideology.  The ACLU has not given up the fight in Illinois. We have been working hard – with your help – this legislative session in Springfield on House Bill 4819, a measure to protect net neutrality and advance free speech in Illinois.  Now we have a new tool that will allow your voice to be heard on this important issue.  You can join the army of people across Illinois who are contacting their state representatives in favor of House Bill 4819.  **Simply dial 312-313-2258** and you will hear a brief message from the ACLU about the bill.  You will then be asked to enter your zip code, and the service will connect you instantly to your state representative’s office where you can voice a message of support for this bill.  Please note: to use this system you will be asked to provide your cell phone number to the ACLU for future text messages and calls.  .  We hope you will take action today and share this message with your circle of friends.  Together, we can join the list of states who are acting to keep the internet free and open.  Sincerely,  Khadine Bennett  Director of Advocacy and Intergovernmental Affairs |

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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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