**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.” |
| Show your Pride for the LGBTQ Community |

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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. |
| March with the ACLU of Illinois in Chicago’s Pride Parade |

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| **Side Box Content (Action & Event format only)** |
| Chicago Pride Parade  Sunday, June 24  Parade begins at 2  We will have information about our meet up time and location closer to date |

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| **Hyperlinks for email message \*\*** |
| https://www.aclu-il.org/en/events/pride-parade-chicago |

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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 XXXX:  Join the ACLU and partnered organizations as we march in support and celebration of the LGBTQ community at the 2018 Chicago Pride Parade!    In June, we remember the strides we have achieved for LGBTQ equality, but as the recent debate around the *Masterpiece Cakeshop* case before the Supreme Court shows, the battle for equality is not over.  The attacks on students who are transgender – and efforts to deny students like Gavin Grimm in Virginia and Nova Maday in Illinois the basic dignity of being able to use the appropriate restroom and locker room – make clear that we must stand with the LGBTQ community to protect our gains and continue working towards full equality.    The ACLU will be marching in Chicago’s Pride Parade this year, and we’d love to have you join us! The 2018 Chicago Pride Parade is on Sunday, June 24th, beginning at 12. Sign up [here](https://action.aclu.org/webform/march-aclu-chicagos-pride-parade) to march with us and our partner organizations. We will have shirts, posters, fans and more on a first come basis.  Sincerely  ACLU of Illinois |

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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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