**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.” |
| Families belong together |

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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. |
| Speak out against family separation at our border |

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| **Side Box Content (Action & Event format only)** |
| Families Belong Together Rally  Saturday, June 30  11AM – 1PM  Daley Plaza2  50 W. Washington St.  Chicago, IL 60602 |

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| **Hyperlinks for email message \*\*** |

<https://www.aclu-il.org/en/events/families-belong-together-rally-0>

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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 XX:  The images are crushing. Children being taken from their parents – sometimes taken from the arms of their mothers – and separated by U.S. government officials on our Southern border. Each of us has been shocked, angered and saddened by the harm visited on young children by the Trump Administration policies that separate children from their parents.  If you are moved by this human rights crisis, you can continue to make your voice heard. The ACLU of Illinois and groups from across Illinois are gathering on Daley Plaza in downtown Chicago at 11:00 a.m. next Saturday, June 30th. We want to see you there.  The ACLU is fighting this cruel policy. We filed a lawsuit back in March to challenge family separations – a lawsuit that now covers the families being separated each day. We will keep fighting in court. But you – and your family and neighbors – must keep the pressure on elected officials across Illinois and across the nation.  If you can’t join us in Chicago next week, there are events happening throughout the state. Stand with neighbors as we oppose this damaging policies.  Sincerely,  Edwin C. Yohnka  Director of Communications and Public Policy |

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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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