**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) |

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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.” |
| Stop separating families rally |

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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 cruel ICE policies that separate mothers and children |

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| **Side Box Content (Action & Event format only)** |
| Rally and Vigil for Immigrant Families  Federal Plaza  Chicago, IL  Thursday, March 15, 2018  5pm  LEARN MORE |

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| **Hyperlinks for email message \*\*** |
| https://www.aclu-il.org/en/events/stop-separating-families-rally |

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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 :  Join us for a vigil and rally to demand that ICE not separate families in immigration detention! The event is happening this **Thursday, March 15th beginning at 5 p.m. on Federal Plaza in Chicago – located at the corner of Adams and Dearborn.**  You have seen the shocking headlines of a Congolese mother and child who traveled to the United States in order to seek asylum from that war-torn country and instead were detained by Trump’s ICE officers. For four months they separated this mother from her 7-year-old daughter – holding her near San Diego, and the child right here in Chicago.  Faced with relentless public pressure, we expect the mother and child to be reunited this week.  But a new lawsuit filed by the ACLU last week makes clear that the matter of the Congolese mother is not an isolated case. Among other separated families the lawsuit cites a Brazilian mother and child separated who have been separated since August 2017 while the mother attempts to win asylum in the United States.  The Trump Administration is pursuing this policy of separating mothers and young children when they are in detention as a way to deter immigrants coming to this country.  If you object to these cruel, unnecessary policies, please join us this week on Federal Plaza.  Sincerely,  Edwin C. Yohnka |

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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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