**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of Indiana |

|  |  |
| --- | --- |
| **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.) | |
| **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.** |
| atoruno@aclu-in.org |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| URGENT: Take Action to protect LGBTQ students |

|  |
| --- |
| **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. |
| Oppose Senate Bill 65 and stand up against discrimination. |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| Monday, March 12, 2018 at 10:30am  Indiana Statehouse, Room 130  200 W Washington St RM 130  Indianapolis, IN 46204 |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| **Take action:** <https://go.peoplepower.org/event/action_attend/12972> |

|  |
| --- |
| **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 [ACLU Supporter],  This is urgent. On Monday, Indiana lawmakers will have a chance to reinsert discriminatory language in Senate Bill 65 that would prevent teachers from discussing ANY LGBTQ issues without express written permission from parents.  This kind of language would harm LGBTQ students and make it harder for teachers to stop bullying and harassment.  **Join us to pack the committee hearing room on Monday and send a clear message that discrimination is not a Hoosier value.**  This provision is so extreme that it was removed last month by members of the House, but now there are signs that lawmakers are trying to bring it back from the dead.  We can’t let that happen. We need to stop this unnecessary and harmful language so our educators can teach, support, and protect ALL Indiana students.  **Can’t make it?** Email members of the committee & leadership to tell them to keep discriminatory language out of SB 65.  • Senator Kruse: [s14@iga.in.gov](mailto:s14@iga.in.gov)  • Senator Stoops: [s40@iga.in.gov](mailto:s40@iga.in.gov)  • Representative Errington: [h34@iga.in.gov](mailto:h34@iga.in.gov)  • Representative Wesco: [h21@iga.in.gov](mailto:h21@iga.in.gov)  • Speaker Bosma: [h88@iga.in.gov](mailto:h88@iga.in.gov)  • Senate Pro Tem Long: [s16@iga.in.gov](mailto:s16@iga.in.gov)  Onward,  Katie Blair  Director of Advocacy and Public Policy |

|  |
| --- |
| **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:** |
| Monday, I’m joining @ACLUIndiana to show up for LGBTQ Hoosiers at the Statehouse. #NoSB65 #INLegis |