**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 \*\*** | ACLU of Indiana |

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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.** |
| etaylor@aclu-in.org |

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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.” |
| Mark your calendar: An ACLU panel on Speaking Truth to Power |

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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. |
| Mark your calendar for a discussion with Lee Rowland, Tami Winfrey Harris and Tajana Rebelle on systems of power and free speech. |

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| **Side Box Content (Action & Event format only)** |
| Speaking Truth to Power  Nov. 8, 7-8:30 p.m.  Indianapolis Museum of Art, The Toby  4000 Michigan Road.  IndyGo: 38  FREE/RSVP by noon on Nov. 8 (limited seating) |

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| **Hyperlinks for email message \*\*** |
| <http://spiritandplace.org/Festival.aspx?access=Details&Year=2017&EventScheduleID=61> |

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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. |
| As the defender of the First Amendment, the ACLU’s free speech position often leads it to defend the rights of all sorts of people expressing all sorts of opinions. When does expression, including music, poetry, and visual art, warrant defense even if it is offensive to some? When does language become a tool of oppression, the defense of which is indefensible to many?  This discussion features Lee Rowland, a senior staff attorney with the national ACLU Speech, Privacy, and Technology Project; Tamara Winfrey Harris, an Indianapolis author who writes about the intersection of pop culture with race and gender; and Tatjana Rebelle, activist and founder of the longest running spoken word show in Indy. The panel will tackle all the fun stuff—sex, religion, and art—and explore how “free speech” is essential to keeping power in  check, but isn’t easy and certainly isn’t free of costs, to speaker or listener. |

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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:** |
| The @ACLUIndiana is hosting a panel discussion entitled Speaking Truth to Power, even when Power isn’t Speaking Truth. Sign me up! |