**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.** |
| [atoruno@aclu-in.org](mailto:atoruno@aclu-in.org); [nhudelson@aclu-in.org](mailto:nhudelson@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.” |
| A Year of Resistance |

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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. |
| This past year has been a year of extremes. We have seen unprecedented assaults on our civil liberties, at every level of government. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Link 1: <https://aclu-in.org/en/publications/aclu-indiana-2017-annual-report> |

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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 X,  This past year has been a year of extremes. We have seen unprecedented assaults on our civil liberties, at every level of government.  Seemingly every morning we awake to a new norm shattered, another line crossed. And yet for every shock and step backward, we’ve seen an equal and opposite reaction in defense of our fundamental freedoms. From the millions of people who joined the ACLU for the first time to the thousands of people who rushed to airports across the nation (including Indianapolis) to protest President Trump’s Muslim Ban, this year has been a watershed for civic engagement in America.  The ACLU of Indiana—the 70,000 Hoosiers who receive our action alerts, our 14,000 card-carrying members our staff, and our volunteers—has been proud to participate in this resurgence of democratic spirit.  Below you will find a link to this year’s Annual Report [LINK TO ANNUAL REPORT <https://aclu-in.org/en/publications/aclu-indiana-2017-annual-report>] which details how, together, we are #resistance in 2017: the lawsuits we’ve filed to protect your rights from unconstitutional government actions, and the people-powered protests and movements you’ve created to demand that our government live up to the promises of the Constitution.  Everyone at the ACLU of Indiana—our lawyers, staff, and board of directors—is grateful for the incredible support we’ve received from across the state and across the nation. Every social media post you’ve shared, every dollar you’ve donated, and every call you’ve made to an elected official has made our work possible.  **Thank You.**  We promise the ACLU is and always will be right there in the fight with you.  In gratitude and solidarity,  Jane Henegar Executive Director The ACLU of Indiana  Find the 2017 ACLU of Indiana Annual Report here: <https://aclu-in.org/en/publications/aclu-indiana-2017-annual-report> |

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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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