**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 Iowa |

|  |
| --- |
| **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.** |
| [veronica.fowler@aclu-ia.org](mailto:veronica.fowler@aclu-ia.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.” |
|  |

|  |
| --- |
| **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. |
|  |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| <https://www.aclu-ia.org/sites/default/files/1-6-18_legislative_infographic.pdf>  <https://www.aclu-ia.org/en/news/key-civil-liberties-issues-2015-iowa-legislature>  <https://www.aclu-ia.org/>  https://www.legis.iowa.gov/legislators/find |

|  |
| --- |
| **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. |
| Our team has been preparing for months for this day—the opening of the Iowa Legislature. From now through April or so, state representatives, senators, and staff will be working overtime to create new laws, some good, some bad.  That’s where you come in. It can be easy to default to apathy and believe that your voice doesn’t make a difference. But now, more than ever, it’s critical for you to stand up and speak out. Especially in a state like Iowa, just a half dozen or so constituents making their opinions known can get the attention of a state legislator and change the course of history.  **Find out more about how you can effectively communicate with your state legislator.**  We’ll have boots on the ground at the statehouse—our policy director, a contract lobbyist, a community engagement associate, our communications staff, and me—to do our best to propose and support good legislation that promotes civil liberties and block legislation that would take our basic freedoms away.  **What can you do?**  • Check out these key civil liberties issues we’ve identified for the upcoming session.  • Sign up for our action alerts and updates so you’re in the loop to take action as needed.  • Find out who your legislators are and where they stand on the issues by clicking here.  As one of our wise supporters recently said, democracy is not a spectator sport. Work with us to take action for a better Iowa!  Best,  <insert photo>  Mark Stringer  ACLU of Iowa Executive Director |

|  |
| --- |
| **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:** |
|  |