**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 Iowa |

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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.** |
| [veronica.fowler@aclu-ia.org](mailto:veronica.fowler@aclu-ia.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.” |
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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. |
| Find out more about challenged and banned books in Iowa. |

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| **Side Box Content (Action & Event format only)** |
| Banned Books Trivia Night  Tuesday, September 26  7:00 to 8:30 p.m.  Ingersoll Tap, 2837 Ingersoll Ave.  Des Moines |

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| **Hyperlinks for email message \*\*** |
| <https://www.aclu-ia.org/en/news/banned-books-week-trivia-night-sept-26>  <https://www.aclu-ia.org/en/challenged-books-iowa-banned-books-week-2015> |

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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. |
| Free societies read freely. That’s why the ACLU of Iowa and the Iowa Library Association each September mark Banned Books Week. This year, it starts tomorrow, Sunday, September 24.  It’s a time when the Iowa’s entire book and information community—librarians, booksellers, publishers, journalists, teachers, and readers—come together in a shared support of the freedom to seek and express ideas, even those some consider unorthodox or unpopular.  Join us in Des Moines for a special Banned Books Week Trivia Night and ACLU fundraiser, co-hosted with Geeks Who Drink at the Ingersoll Tap.  Or take our quick Banned Books Week quiz, with an emphasis on Iowa and the Midwest. How much do you know about banned and challenged books in our state?  Or simply read or find out more about banned books in Iowa. Click here for a listing of books that have been challenged in Iowa.  Happy Banned Book Reading!  The ACLU of Iowa staff |

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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:** |
| How much do you know about #BannedBooks in Iowa? |