**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 Kansas |

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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.** |
| [etseng@aclukansas.org](mailto:etseng@aclukansas.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.” |
| Election Protection needs YOU. |

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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. |
| Be a Defender of Democracy. Become a Poll Observer. |

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| **Side Box Content (Action & Event format only)** |
| Find a training near you to become a Poll Observer this election season. |

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| **Hyperlinks for email message \*\*** |
| [RSVP here to defend democracy near you.](https://www.aclukansas.org/en/election-protection-needs-you-become-poll-observer) [RSVP to a location near you here.](https://www.aclukansas.org/en/election-protection-needs-you-become-poll-observer) |

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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 **Name**,  In 2018, the ACLU of Kansas saw more bills we support passed and signed into law than ever before – but it wasn’t easy.  In fact, it was a fight.  To learn more about our legislative efforts to expand and protect civil liberties, peruse our **2018 Kansas Legislative Update** here (LINK).  Extremists in the legislature have continued to snarl, emboldened by the Trump administration’s unprecedented anti-civil liberties agenda. They introduced a slew of bills targeting women, immigrants, the LGBT community, civil liberties, and the right to vote. They won’t stop.  And neither should you. [RSVP here to defend democracy near you.](https://www.aclukansas.org/en/election-protection-needs-you-become-poll-observer) This year, ensuring that every citizen’s vote counts is more important than ever before.  Sign up to volunteer on primary election day (August 7) for our **Election Protection** project, a nonpartisan effort led by the ACLU of Kansas and Stinson Leonard Street, LLC. **Election Protection volunteers will serve as poll observers who offer on-site assistance and act as a conduit to our voter hotlines at polling places in targeted areas**.  [RSVP to a location near you here.](https://www.aclukansas.org/en/election-protection-needs-you-become-poll-observer)  Let’s make sure that every eligible vote counts, and that Kansas is no longer the nation’s epicenter of voter suppression.  Thank you for standing with us,  Micah Kubic |

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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:** |
| Election Protection needs YOU: Become a poll observer. #Kansas aclukansas.org/pollobservers |