**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 \*\*** | 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.) |
| |  | | --- | | Wyandotte County Only- 66012, 66101, 66102, 66103, 66104, 66105, 66106, 66109, 66110, 66111, 66112, 66113, 66115, 66117, 66118, 66119, 66160 | |

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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.** |
| [mkubic@aclukansas.org](mailto:mkubic@aclukansas.org); mbata@aclukansas.org; [ayoung@aclukansas.org](mailto:ayoung@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.” |
| Wyandotte County can lead the 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. |
| Join us for a community discussion on Municipal ID |

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| **Side Box Content (Action & Event format only)** |
| Community Forum on Municipal ID  Grandview Park Presbyterian Church  1613 Wilson Blvd.  Kansas City, Kansas  66102 |

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| **Hyperlinks for email message \*\*** |
| <https://go.peoplepower.org/event/action_attend/10702>  [www.WyCoID.org](http://www.aclukansas.org) |

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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 Supporter,  You can make Wyandotte County a leader in the resistance to the egregious immigration and social justice policies stemming from the Trump Administration.  Up to 30,000 residents in Wyandotte County—nearly 1 in 5 people—may lack government-issued photo ID. As a result, these individuals, many of whom are senior citizens, immigrants, working people, citizens reentering the community after being involved with the justice system, or foster youth, face serious challenges. They experience obstacles to performing common errands, exclusion from society, and are unable to fully participate in the local economy.  Some of these issues could be addressed through the development of a **Municipal ID program**. {HYPERLINK: [www.WyCoID.org](http://www.WyCoID.org)} Municipal ID cards have helped strengthen over two dozen communities across the country, and they could help strengthen Wyandotte County, too. They can help overcome the obstacles that the Trump Administration is trying to create for vulnerable communities, especially immigrants and working people.  Please join us on Monday, October 30, at 6 p.m. at the Grandview Park Presbyterian Church for a community forum on this important topic. You’ll learn more about what a Municipal ID program would look like in Wyandotte County, why it’s important that the Unified Government adopt it, and **what you need to do to make it happen.**  Together, we can make Wyandotte County a safer and more welcoming home for everyone.  WHAT: Community Forum on Municipal ID  WHEN: Monday, October 30, 6 p.m.  WHERE: 1613 Wilson Blvd. Kansas City, Kansas 66102  See you there,  Micah Kubic  Executive Director |

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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:** |
| Join me for a community forum on Municipal ID on 10/30! |