**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 Kentucky |

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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.** |
| [amber@aclu-ky.org](mailto:amber@aclu-ky.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.” |
| Join us at the Annual Meeting |

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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. |
| The ACLU-KY Annual Meeting is Tuesday, April 24th! |

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| **Side Box Content (Action & Event format only)** |
| ACLU-KY Annual Meeting  Tuesday, April 24th, 6-7:30pm  ACLU of Kentucky office  315 Guthrie Street, 3rd Floor  Louisville, KY 40202  [Button to RSVP] |

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| **Hyperlinks for email message \*\*** |
| Separate RSVP order form  Board Member Ballot: <https://action.aclu.org/webform/ky-2018-board-elections?ms_aff=KY&initms_aff=KY&ms=180319_board_of_directors_&initms=180319_board_of_directors_&ms_chan=web&initms_chan=web> |

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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 ACLU supporter,  You’re invited to join us for our annual meeting! This free event is open to ACLU-KY members and non-members alike, please RSVP today.  We’ll welcome new board members, recap all the activity (cheers and jeers!) of the General Assembly, and share some ideas on how you can keep up the momentum on priority issues during the interim. This is a family friendly event — snap pictures with the kiddos in our civil liberties themed photo booth. Light refreshments will be served, so please RSVP so we have enough food and drink on hand.  If you are an ACLU-KY member, don’t forget you have until Monday, April 23rd to cast your ballot for the ACLU-KY Board of Directors nominees. You can vote online here.  Questions? You can contact [info@aclu-ky.org](mailto:info@aclu-ky.org) |

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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 at the @ACLUofKY Annual Membership meeting (non-member supporters are welcome too!) |