**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.) |
| Louisville list |

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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), [Africa@aclu-ky.org](mailto:Africa@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.” |
| Options:  RSVP for our Holiday Open House  Eating, Drinking, Merrymaking  An Evening of Merrymaking  Holiday Open House Friday Dec. 8  Food and fun as we say goodbye to 2017 |

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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 an evening of eating, drinking, and merrymaking at our annual holiday open house Friday, December 8th. |

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| **Side Box Content (Action & Event format only)** |
| ACLU of Kentucky Holiday Open House  Friday, December 8, 4:00-7PM  ACLU of KY Offices, 315 Guthrie St., Suite 300  Louisville, KY 40202 |

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| **Hyperlinks for email message \*\*** |
| RSVP link (order form attached) |

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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,  2017 has been an exciting year for the ACLU of Kentucky! Before we ring in the New Year, we invite you to spend some time with us at our annual holiday open house.  Our membership has quadrupled in the past year, creating a strong base of support as we tackle challenges to civil liberties in the Commonwealth. From winning the court fight against the unconstitutional narrated ultrasound law, to expanding our legal and organizing staff, we have a lot to celebrate.  None of our successes would have been possible without the generous support of people like you. So we invite you to join our Board and Staff for an evening of cocktails and hors d’oeuvres on December 8th. We realize there are a number of special events scheduled in Louisville this evening, so we are starting the party early, so you can stop by on your way to other gatherings.  This event is a family affair. We welcome children to tag along with their parents. We hope to see you on December 8th! Have questions? Email [africa@aclu-ky.org](mailto:africa@aclu-ky.org).  Sincerely,  ACLU of Kentucky |

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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:** |
| Come celebrate with me at the @ACLUofKY holiday open house, Dec. 8th 4-7pm. RSVP here [insert link] |