**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), [kate@aclu-ky.org](mailto:kate@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.” |
| Stand for Repro Rights in Frankfort  Upcoming Reproductive Rights Rally  Reproductive Rights Rally January 4  Join the Reproductive Rights Rally |

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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. |
| We’re rallying with allies in Frankfort for reproductive rights January 4th |

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| **Side Box Content (Action & Event format only)** |
| Reproductive Rights Rally  Thursday, January 4  1:00 pm  Capitol Rotunda, Frankfort  [link to Facebook event] |

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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/1227293130748169/>  Other action links dropped in line below |

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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,  We need you to join us in Frankfort January 4th for a Reproductive Rights Rally. Check out the latest event information on Facebook.  The General Assembly will be in session and legislators are not going to waste any time before attempting to advance bills to rollback reproductive rights. In fact, a bill that would totally ban abortion in Kentucky has already been pre-filed.  Join the ACLU of Kentucky, Planned Parenthood Advocates, the Kentucky Health Justice Network, and our incredible alliance for a day of action culminating in our Reproductive Rights Rally. Now, more than ever we need rise up and show the General Assembly that [#WeAreKY](https://www.facebook.com/hashtag/weareky) and [#WeWillNotGoBack](https://www.facebook.com/hashtag/wewillnotgoback)  For details about registration and transportation be sure to click ‘interested’ or ‘going’ on the Facebook event.  Sincerely,  ACLU of Kentucky  P.S. Can’t make the rally? Have other civil liberties issues you’d like to be in touch with your legislators about? We’ve set up emails on our top priority areas, just click to send an email now on [abortion access](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79121626&type=ST&ms=eml_171113_aff_KM_&af=), [protections for pregnant workers](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79127626&type=ST&ms=eml_171113_aff_KM_&af=), [justice reform](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79125626&type=ST&ms=eml_171113_aff_KM_&af=), [LGBT rights](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79122626&type=ST&ms=eml_171113_aff_KM_&af=), [religious refusals](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79129626&type=ST&ms=eml_171113_aff_KM_&af=), and [access to the ballot box](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79130626&type=ST&ms=eml_171113_aff_KM_&af=). |

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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 us, @PPAdvocatesINKY, [@KyHealthJustice](https://twitter.com/KyHealthJustice) and more at a #reprorights rally in Frankfort January 4th [#WeAreKY](https://www.facebook.com/hashtag/weareky) [#WeWillNotGoBack](https://www.facebook.com/hashtag/wewillnotgoback) #kyga18 |