**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 Louisiana |

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| **Target Audience \*\*** |
| X 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.** |
| [Colleen@laaclu.org](mailto:Colleen@laaclu.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) | X 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.” |
| I want to hear from 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. |
| During my first week as the ACLU of Louisiana’s executive director, I want to hear from you. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Link to survey |

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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 \_\_\_\_,  This week marks the beginning of my work as Executive Director of the ACLU of Louisiana. I’ve been blessed with tremendous personal and professional opportunity, and feel enormously grateful to be in a position to serve and defend the civil rights and liberties of the people of this state. In this way, it’s far more than just a job for me, this is truly a dream come true.  For 62 years, the ACLU of Louisiana has been the state’s guardian of liberty: taking on the toughest challenges and daring to create a more perfect union.  At its heart are the tens of thousands of Louisianans across the state whose support and activism have made the ACLU of Louisiana an even more powerful force for positive change.  **So before I do anything else, I want to hear from you. Take this short survey to tell us more about your priorities and ask any questions you might have about your civil liberties in Louisiana.**  As an attorney who has focused on social justice issues and as a woman of color, I am deeply honored to be joining you as we continue the fight to defend our most fundamental rights, especially on behalf of vulnerable communities. Our strength as a collective resistance movement emanates from our diversity. For this reason, we seek to ensure that freedom, opportunity, and equity ring true for all people regardless of race, gender, sexual orientation, religion, disability, or immigration status.  Through my work at the Louisiana Supreme Court and with the Justice Reinvestment Task Force, I’ve seen firsthand how the justice system often harms the very communities it ought to protect – fueling a mass incarceration crisis with staggering human costs and stark racial disparities. I have also witnessed the daily struggles of communities that have been left out of the dream of prosperity and liberty that our Constitution guarantees.  So, for me, this is personal. And with our civil liberties under daily attack from the Trump administration and its allies here in Louisiana, this work is more important now than ever before.  **Please take 30 seconds to tell me about what matters most to you – because it’s your energy and vision that will drive the ACLU forward.**  Thank you again for this once-in-a-lifetime opportunity. I could not be more proud to be standing shoulder-to-shoulder with you as we defend our most fundamental rights and help build a more just and equitable future for all. Let’s get to work!  Alanah Odoms Hebert  Executive Director  ACLU of Louisiana |

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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:** |
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