**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 \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| 70118  70125  70115  70130  70119  70112  70116  70124  70113 |

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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) | 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 for a special event in the Big Easy |

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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 the ACLU of Louisiana on January 30 in New Orleans for a reading and presentation about a new collection of short stories and art being published to benefit the ACLU. |

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| **Side Box Content (Action & Event format only)** |
| Reading and Presentation  IT OCCURS TO ME THAT I AM AMERICA  6:00pm January 30, 2018  Octavia Books  513 Octavia Street  New Orleans, LA 70115 |

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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/531584493864714/> |

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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. |
| **NATIONAL BOOK TOUR COMING TO NEW ORLEANS**  Over the past year, thanks to your support, the ACLU of Louisiana has delivered on its promise to challenge President Trump’s unconstitutional and divisive policies ­– in the courts, in the state capitol, and in communities across Louisiana.  Now, to mark the anniversary of President Trump’s inauguration, a new anthology of stories and art is being published to benefit the ACLU – and the national book tour is coming right here to New Orleans.  **[Join the ACLU of Louisiana, author Tom Piazza and editor Jonathan Santlofer for a reading and presentation about IT OCCURS TO ME THAT I AM AMERICA: New Stories and Art.](https://www.facebook.com/events/531584493864714/)**  We are thrilled that so many great writers and artists have come together to support the ACLU with this unprecedented anthology, which promises to be a powerful tool in the fight to uphold our values.  As we mark one year of fighting for civil liberties in the Trump era and gear up for what’s ahead, please join us for this special event.  Jane Johnson  Interim Executive Director  ACLU of Louisiana  P.S. Make sure to stay up to date on the fight to defend civil liberties in Louisiana by following us on [Twitter](https://twitter.com/ACLUofLouisiana) and [Facebook](https://www.facebook.com/aclu.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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