**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 Maine |

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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.** |
| akuhn@aclumaine.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter Format | Action format  (image 190x230) | Event Template  (image 350x300) | X Banner Format |
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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.” |
| Can You Imagine? |

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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. |
| ACLU of Maine releases *We Belong Here*, a report on Inequity in Maine schools. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclumaine.org/en/publications/report-we-belong-here> -- use this link in both places |

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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. |
| Imagine being called a terrorist by your peers, every day. Imagine being afraid to go to the bathroom.  Imagine those things happening, and you are 8 years old.  This week, the ACLU of Maine released a report called ["We Belong Here: Eliminating Inequity in Education for Immigrants and Students of Color in Maine](https://www.aclumaine.org/en/publications/report-we-belong-here" \t "_blank)."  The report describes the bullying and harassment that kids of color face in Maine schools. At the same time, it highlights programs that some Maine schools have implemented to improve their school culture and end disproportionate treatment.  Dealing with this isn't a matter of opinion - schools have a legal requirement to address discrimination according to the Constitution.  We've created [a bunch of resources for parents, students, teachers, and principals](https://www.aclumaine.org/en/publications/report-we-belong-here" \t "_blank), and we're going to work with them to strengthen their schools.  Kids have civil rights too, and your support of the ACLU is what allows us to defend them. Thank you for caring, and for choosing to do something about it.  Alison Beyea, Esq.  Executive Director  ACLU of Maine  Photo for Banner:  Macintosh HD:Users:amykuhn:Desktop:webelonghere_cover.jpg |

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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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