**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 Massachusetts |

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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.** |
| Aaron Wolfson, [awolfson@aclum.org](mailto:awolfson@aclum.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.” |
| You made this happen. Thank 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. |
| House bill makes progress on sentencing, rejects wiretap expansion. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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,  On Tuesday, the Massachusetts House of Representatives passed the most significant justice reform legislation in many years, by a vote of 144-9. Thanks to *your* tireless advocacy the bill begins to make progress toward ending mandatory minimums, among other meaningful reforms. While there is much more work to be done to end unjust, ineffective mandatory sentencing, this bill represents an important step on the long road to end mass incarceration.  **We are so grateful for your activism and advocacy.**  What’s more, for the second time in a month, you protected Massachusetts residents from amendments that would have dangerously expanded government surveillance of residents' phone and online communication. Together, against the odds, we defeated all 5 wiretap amendments to the House bill.  When you speak, your legislators listen. We know this because so many of them told us that your calls and emails got their attention and made a difference.  **Legislative reform is a multi-step process. We know we can count on you for the long haul.**  Now that the Senate and House have passed their own versions of the justice reform bill, a small group of legislators will negotiate a final version in a “conference committee.” We’ll continue to fight to make this legislation as strong as possible, and we are grateful to know we can count on you every step along the way.  **It takes time to bend the arc toward justice. Together, we’re doing it.**  Thank you,  ACLU of Massachusetts |

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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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