**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | ACLU of Mississippi |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 5/31/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |
| **Don’t forget to schedule on the** [CAN Calendar](https://www.acluloop.org/Departments/affiliateSupport/CAN/Pages/CAN%20Calendar.aspx) | | | |

|  |
| --- |
| **Target Audience** |
| Affiliate Full List  Segmented list (Please provide [zip codes](http://www.unitedstateszipcodes.org/), chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| 39401, 39402, 39403, 39404, 39406 |

|  |
| --- |
| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| Zakiya Summers  [zsummers@aclu-ms.org](mailto:zsummers@aclu-ms.org) |

|  |
| --- |
| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less.  **Free image resources:**  <http://morguefile.com/> | <http://www.freeimages.com/> | <https://www.flickr.com/commons> |
| Images attached  Please use a stock image  No image |

|  |
| --- |
| **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.” |
| Secure Protections in Hattiesburg |

|  |
| --- |
| **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. |
|  |

|  |
| --- |
| **Side Box Content**  Remove side box  Include side box |
| Sign the Petition Now!  Support Civil Rights Protections in Hattiesburg |

|  |
| --- |
| **Hyperlinks for email message** |
| <http://weareallmississippi.com/hattiesburgpetition/>  [www.weareallmississippi.com](http://www.weareallmississippi.com) |

|  |
| --- |
| **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's one thing you want your recipient to pick up on, it's 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 XXX,  We need your help in securing civil rights protections for everyone in Hattiesburg. Leadership at the state level has made clear that not everyone deserves equal rights. Hattiesburg can send another message and say all its residents will be treated with dignity and fairness. Help us enact a non-discrimination ordinance.  [Sign the petition now in support of an NDO in Hattiesburg!](http://weareallmississippi.com/hattiesburgpetition/)  The ACLU of Mississippi and the Spectrum Center, as part of the We Are All Mississippi Coalition, have been pushing for an NDO in Hattiesburg for more than a year. An NDO works in two ways. It codifies the basic human right that everyone deserves to be treated equally by providing protections against discrimination. Additionally, it allows victims of discrimination to avoid costly federal court litigation.  In Hattiesburg and other places without local NDOs, residents can be fired from their job, evicted from their homes, or denied service at a business because of their sexual orientation or gender identity. By [signing this petition](http://weareallmississippi.com/hattiesburgpetition/), you are telling city leaders in Hattiesburg that now is the time to adopt an ordinance that protects all Hattiesburg residents. A non-discrimination ordinance will benefit everyone in Hattiesburg. Learn more at [www.weareallmississippi.com](http://www.weareallmississippi.com).  True hospitality sees everyone as equal. Tell your city councilperson that We Are All Mississippi and that Hattiesburg needs a non-discrimination ordinance now.  It’s time for an inclusive Mississippi!  Sincerely,  Zakiya Summers  Director of Communications & Advocacy |