**EMAIL SET-UP**

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

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| **Mailing Date:** | 1/9/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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.) |
| Jackson metro area only 39209 39204 39218 39208 39232 39216 39206 39211 39056 39157 39272 39042 39145 39154 39066 39041 39071 39110 39212 39213 39073 39056 39046 |

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| **Testers and Reviewers** |
| Zakiya Summers |

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| **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. |
| Images attached  Please use a stock image  No image |

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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.” |
| NEW DATE! Be Counted: A Public Forum About Expanding Voter Access |

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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. |
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| **Side Box Content** |
| Remove side box  Include side box  [**Be Counted: A Public Forum About Expanding Voter Access**](https://www.facebook.com/events/1975939539397352/) **Friday, January 12, 11:30-1:00 p.m.** Mississippi College School of Law Student Center – CNF Building  151 E. Griffith Street  Jackson, MS 39201  RSVP to [office@aclu-ms.org](mailto:office@aclu-ms.org) |

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| **Hyperlinks for email message** |
| <https://www.facebook.com/ACLUMississippi>  <https://twitter.com/ACLU_MS>  <https://www.facebook.com/events/1975939539397352/>  <mailto:office@aclu-ms.org> |

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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'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 Supporter,  Snow days in Mississippi, like the one we experienced on December 8, can really throw a wrench in things. Weather conditions, busy schedules, long work hours, lack of access to transportation are all reasonable issues faced by voters on Election Day. Unfortunately, Mississippi doesn’t provide early voting or online voter registration – common sense reforms that help to improve voter access, boost voter turnout, make the voting process easier, and save taxpayer dollars.  It’s time to bring Mississippi into the 21st century of voting. Learn more about these reforms at “Be Counted: A Public Forum About Expanding Voter Access.”  [**Be Counted: A Public Forum About Expanding Voter Access**](https://www.facebook.com/events/1975939539397352/) **Friday, January 12, 11:30 a.m.-1:00 p.m.** Mississippi College School of Law Student Center – CNF Building  151 E. Griffith Street  Jackson, MS 39201  RSVP to [office@aclu-ms.org](mailto:office@aclu-ms.org)  This forum will feature panelists from the Mississippi State Legislature, Mississippi NAACP, and Secretary of State’s office. This event is a partnership effort between the ACLU of Mississippi, League of Women Voters-Jackson, Mississippi Votes, and Women for Progress of Mississippi.  Lunch will be served, but registration is required. Please RSVP at [office@aclu-ms.org](mailto:office@aclu-ms.org).  Let’s work together to modernize Mississippi’s voting process to Let People Vote!  Sincerely,  ACLU of Mississippi |