**EMAIL SET-UP**

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

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| **Mailing Date:** | 1/3/2018 | **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.) |
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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.” |
| Liberty Lobbyists Trainings start Saturday |

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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 |

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| **Hyperlinks for email message** |
| <https://www.facebook.com/ACLUMississippi>  <https://twitter.com/ACLU_MS>  <mailto:office@aclu-ms.org>  <https://www.aclu-ms.org/en/events/legislative-advocacy-day>  <https://action.aclu.org/secure/ms-volunteer> |

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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 Liberty Lobbyists,  The 2018 Mississippi Legislative Session has begun, and we need your help to ensure that progress is the main priority.  Many of you signed up to join our Liberty Lobbyist program, so we are bringing the training to a city near you. See the schedule below:  **Hattiesburg**  Saturday, January 6, 2-4 p.m.  The Spectrum Center  210 S 25th Ave.  Hattiesburg, MS 39401  **Biloxi**  Sunday, January 7, 3-5 p.m.  Steps Coalition  610 Water St.  Biloxi, MS 39530  **Greenville**  Monday, January 8, 2017, 5:30- 7 p.m.  William Alexander Percy Memorial Library Community Meeting Room  341 Main St.  Greenville, MS 38701  **Tupelo**  Thursday, January 11, 2017, 5:30-7 p.m.  Lee County Library Sue Garmon Conference Room  219 North Madison Street  Tupelo, MS 38804  We highly encourage you to attend the lobbying training. Attendees will learn about current bills we will talk to legislators about, effective lobbying strategies and logistics for our annual [Legislative Advocacy Day](https://www.aclu-ms.org/en/events/legislative-advocacy-day) on January 23. We will also conduct a training on the morning of our Legislative Advocacy Day at our headquarters in Jackson, MS.  We invite you to bring a friend to the trainings. We also welcome everyone to join the ACLU of Mississippi’s [volunteer program](https://action.aclu.org/secure/ms-volunteer).  Please contact us if you have any questions. We can be reached at [office@aclu-ms.org](mailto:office@aclu-ms.org) or 601-354-3408.  Sincerely,  ACLU of Mississippi |