**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | Mississippi |

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

|  |
| --- |
| **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.** |
| Zakiya Summers  [zsummers@aclu-ms.org](mailto:zsummers@aclu-ms.org) |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Register for our online legislative training |

|  |
| --- |
| **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. |
| Get Prepared to Defend Civil Liberties at the Capitol |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| How to Engage with Your Legislators  Wednesday, October 4, 6-6:30 p.m. CT  Online Webinar  RSVP Today |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| RSVP/Sign-Up link to email address – [office@aclu-ms.org](mailto:office@aclu-ms.org) |

|  |
| --- |
| **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. |
| The Mississippi legislature gavels in this January. We want to make sure that you are prepared to defend the civil liberties of everyone who calls the Hospitality State home. To jump-start this dialogue, we will host a series of webinars to further legislative advocacy efforts around LGBT, criminal justice reform, and voting initiatives. We kick off our Wednesday Webinar Series with ***How to Engage with Your Legislators***.  **RSVP for the Wednesday, October 4 webinar on the Mississippi legislative session.**  **30 mins: *How to Engage with Your Legislators***  Wednesday, October 4  6-6:30 p.m.  Your voice is one of the most powerful tools in our toolbox. Find out how to become a Liberty Lobbyist and help us in our legislative advocacy efforts. Let’s make Mississippi a just and equitable state free from discrimination.  **Save the dates for these other scheduled webinars:**  October 11: Voting Rights  October 18: Freedom of Speech and Expression/Legal Observer Training  October 25: Criminal Justice Reform/Police Accountability  November 1: LGBT Rights  \*Topic subject to change, but schedule will not.  **Sign up: Let’s fight for a better Mississippi!** |

|  |
| --- |
| **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:** |
| Facebook & Twitter |