**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 Missouri |

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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.** |
| [dvelazquez@aclu-mo.org](mailto:dvelazquez@aclu-mo.org), [lvehlewald@aclu-mo.org](mailto:lvehlewald@aclu-mo.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.” |
| Your vote can transform Missouri’s criminal justice system |

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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. |
| Join us on a first-of-its-kind campaign to transform the criminal justice system starting with the elected officials who have the most power to shape justice in your community: the prosecuting attorney. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.pickyourpa.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 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 XXX,  Your vote can transform the criminal justice system.  That’s why we’re launching a campaign to educate voters about the most powerful person in your community you may not know: the prosecuting attorney.  You’ll see us knocking on doors every weekend in July as we kickoff this effort in Missouri by educating voters about the candidates in the St. Louis County Prosecuting Attorney primary election.  The canvassing is part of a larger effort to help people understand that they can help transform the criminal justice system in St. Louis County and communities across Missouri by picking prosecuting attorneys who make smart justice policies a priority.  Voters must learn they have the power to elect officials who will hold police accountable, end racial disparities in our criminal justice system and ensure that justice means justice no matter if you are rich or poor.  Your prosecuting attorneys’ commitment to those goals can transform justice for you and your neighbors.  While the ACLU of Missouri does not support, oppose or endorse candidates, we are compelled to get involved because there is much at stake for civil liberties and civil rights, in St. Louis and across Missouri.  **The ACLU of Missouri has also launched a new website,** [**www.pickyourpa.org**](https://www.pickyourpa.org/) **to help this voter education effort.**  Missouri’s incarceration rate is the eighth-highest in the nation. Since 2010, Missouri’s female prison population has increased 33 percent and is the fastest growing in the nation.    A community’s prosecuting attorney holds immense power at each stage of criminal proceedings — from charging decisions to the sentences they seek — and can wield that influence to transform the criminal justice system.  At www.pickyourpa.org, you can read the questionnaires answered by St. Louis County Prosecuting Attorney Democratic candidates Bob McCulloch and Wesley Bell. In the fall, we’ll update the website to include questionnaire responses from prosecuting attorney candidates across the state who are on the ballot this November.  We need your help to make change. We can’t do it without you.  If you’re in the St. Louis area, [help us knock on door and educate voters](https://www.pickyourpa.org/join-us/). If you’re interested in what you can do in other parts of the state, [contact us](mailto:%20outreach@aclu-mo.org) so we can connect with you as we continue our Missouri-wide Smart Justice campaign.  Yours,  Jeffrey A. Mittman Executive Director ACLU of Missouri  P.S. July 11 is the deadline to register to vote in the August 7 primary. Register and remember to vote! Our democracy needs your participation. |

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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:** |
| Missouri is forcing public defenders across the state to make a choice: Do the impossible or shortchange justice. An interview with a former public defender from @aclu\_mo. <link> |