**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.** |
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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.” |
| Protect your right to privacy |
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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. |
| You have a right to privacy. That’s why the ACLU of Missouri supports legislation that protects password-level access to *your* online accounts. |

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| **Side Box Content (Action & Event format only)** |
| |  | | --- | | Join us for our Voices of Liberty Lobby Day March 7, 2018  Jefferson City  [RSVP NOW](https://www.aclu-mo.org/en/events/2018-voices-liberty-lobby-day) | |

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| **Hyperlinks for email message \*\*** |
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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,  We would never think it’s okay for an employer or teacher to casually look through an employee or student’s diary, mail, or photos.  Right now, in Missouri, the 21st century equivalent could happen if an employer, teacher or potential landlord asks for your password to your personal social media accounts.  You have a right to privacy. It’s clear in the both the Missouri Constitution and the Fourth Amendment of the U.S. Constitution.  You should decide what you want to share on your social media accounts.  That’s why the ACLU of Missouri supports House Bill 1358 and Senate Bill 899, which protects password-level access to *your* online accounts.  It keeps your private information private. Only when we protect the privacy of everyone can free expression thrive.  **Sign our petition and let Missouri’s elected officials know that privacy is important to you.**  House Bill 1358 and Senate Bill 899 prohibit schools, landlords, and employers from punishing a tenant, student, potential student, employee, or candidate for employment, for refusing to reveal their password to access their personal social media accounts, such as Facebook or Twitter.  **Let #MoLeg know privacy is important to you. Stand with us.**  Yours,  Sara E. Baker  Legislative and Policy Director  ACLU of Missouri |

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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:** |
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