**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 \*\*** | 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 |

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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.” |
| Protecting the rights of transgender people today. Every day. |

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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. |
| We must now, more than ever, defend the rights of transgender people. That’s why we’re launching the Transgender Education and Advocacy Program at the ACLU of Missouri. |

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| **Side Box Content (Action & Event format only)** |
| Submit your request for proposal (RFP) for the Missouri Transgender Education Program Coordinator position today. |

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| **Hyperlinks for email message \*\*** |
| RFP: <https://www.aclu-mo.org/about/employment/request-for-proposal-transgender-education-and-advocacy-program/>  Program: https://www.aclu-mo.org/issues/lgbt-rights/transgender-education-and-advocacy-program/ |

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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. |

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| Dear XXXXX,  In the past year, political and legislative attacks on transgender Americans have increased across the nation and here in Missouri.  We’re fighting for transgender service members to serve with dignity and respect. We sued the Trump administration for the president’s directive banning transgender service members from continuing to serve in the military or receiving medically necessary health care, and banning transgender people from enlisting.  We fought for Gavin Grimm, who just wanted to use the bathroom at his Virginia high school. The ACLU took his case all the way up to the U.S. Supreme Court.  We believe trans and gender nonconforming people have the right to be themselves. That’s why we’re fighting to defend the rights of *all* Missourians.  That’s why we’re launching the Transgender Education and Advocacy Program at the ACLU of Missouri. https://www.aclu-mo.org/issues/lgbt-rights/transgender-education-and-advocacy-program/  We need a dynamic consultant to become our statewide coordinator and work with regional transgender partners, volunteers, policymakers and the community to make Missouri a more inclusive place to live, work and go to school.  <Apply now or send this RFP to a friend.> https://www.aclu-mo.org/about/employment/request-for-proposal-transgender-education-and-advocacy-program/  We must increase understanding of the transgender community and stop the attacks that have become all too common.  Stay tuned for more on this program in 2018 as we look to share your stories and connect with you across the state.  Yours,  Jeffrey A. Mittman  Executive 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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