**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.” |
| Defending First Amendment freedoms. Now. Always. |

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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. |
| Without the First Amendment, other fundamental rights would wither away. That’s why we work so hard to protect these rights in Missouri. |

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| **Side Box Content (Action & Event format only)** |
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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 XXXX,  At the core of our nation’s commitment to freedom lies the First Amendment.  The First Amendment guarantees five of our most American values of freedom: freedom of speech, freedom of religion, freedom of the press, the right to assemble and the right to petition the government.  Without the First Amendment, other fundamental rights would wither away. That’s why we work so hard to protect these rights in Missouri.  Our First Amendment work is as unique as each individual’s right to express themselves. In 2017 alone, we have defended the First Amendment rights of Missourians in many different ways:  [We protected the rights of protestors in St. Louis](https://www.aclu-mo.org/newsviews/2017/11/15/judge-orders-st-louis-police-immediately-change-tactics-and). In a court win, a federal judge ordered the St. Louis Metropolitan Police Department must immediately adopt protocols to protect the constitutional rights of those observing, recording or participating in protest activity.  [We defended the rights of students to express themselves](https://www.aclu-mo.org/newsviews/2017/11/17/reminder-school-districts-students-have-first-amendment-righ). We sent letters to several school districts across the state reminding educators that students’ right to express themselves don’t stop at the schoolhouse door.  [We kept the sun shining in government](https://www.aclu-mo.org/newsviews/2017/10/17/judge-finds-cole-county-prosecuting-attorney-violated-sunshi). In another court win, a judge found the Cole County prosecuting attorney violated the Sunshine Law seven times, when he repeatedly denied requests for public records. The court ordered him to pay one of the largest Sunshine Law penalties Missouri has ever seen.  [We defended the First Amendment rights of women in Springfield](https://www.aclu-mo.org/newsviews/2017/10/04/judge-permanently-strikes-down-discriminatory-springfield-or). A court permanently prohibited Springfield from enforcing a discriminatory and unconstitutional ordinance, where it was illegal for women to express their First Amendment right to show any portion of their breasts beneath the areola, but not men.  We’ll remain on guard to ensure that First Amendment protections remain robust in Missouri, now and always.  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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