**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.” |
| Freedom and equality for all means racial justice. |

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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. |
| From our public schools where students of color are too often disciplined unnecessarily and excessively, to our criminal justice system that disproportionately targets and incarcerates people of color, racial justice remains elusive. |

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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,  The authors of the Declaration of Independence outlined a bold vision for America: A nation in which all people would be free and equal.  Since Missouri was admitted into the Union as a slave a state in 1820, it has found itself a symbol of racial injustice. For generations, our state has been at the center of several critical race-based decisions on citizenship, housing, and discrimination.  We know that in order to protect the rights of *all* Missourians, we must work toward racial justice.  From our public schools where students of color are too often disciplined unnecessarily and excessively, to our criminal justice system that disproportionately targets and incarcerates people of color, racial equity remains elusive.  Here’s how we’re working to make Missouri a better place for all:  [**Stopping the school-to-prison pipeline**](https://www.aclu-mo.org/issues/criminal-justice/pipeline-of-injustice/). Black students are 4.5 times more likely to be suspended than White students. Our 2017 report documents discipline disparities and includes recommendations for students, parents, teachers and policymakers on how to stop this crisis in our education system.  We’re seeking to engage community members and school districts in reform efforts around the state. Do you have a story about unequal school discipline? [Share it with us](https://action.aclu.org/secure/mo-school-to-prison).  [**Defending the undefended**](https://www.aclu-mo.org/issues/criminal-justice/public-defenders/). If you’re accused of a crime, you have the right to an attorney, even if you can’t afford one. But in Missouri, tens of thousands of people are pushed through the justice system each year without receiving the adequate legal representation that is their right. That’s why filed a class-action lawsuit against the Missouri State Public Defender. Because the public defender’s office is so grossly underfunded, attorneys don’t have the time or resources required for constitutional representation. In fact, in 97 percent of their cases, Missouri’s public defenders fail to reach the minimum number of work hours for adequate representation. This is a criminal injustice that must end.  **Ending racial profiling in policing**. For 17 years, the Missouri Attorney General’s office has found African-American drivers in Missouri are significantly more to be stopped than Whites – 75 percent more likely. Missouri must address racial disparities in policing and promote accountable, collaborative law enforcement. [That’s why we’ve been working with community organizations and law enforcement on statewide legislation](https://www.aclu-mo.org/newsviews/2017/01/11/aclu-missouri-supports-fourth-amendment-affirmation-act). It’s also why [we filed suit against University City, after an officer unlawfully arrested a Black man as he walked in a mostly White neighborhood](https://www.aclu-mo.org/newsviews/2017/08/16/aclu-sues-university-city-police-unlawfully-arresting-black).  We can’t do this work alone.  We need your voice and your continued support to truly make Missouri a place where everyone is equal and free.  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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