**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 Nebraska |

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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.) |
| **68336**,**68430**,**68502**,**68503**,**68504**,**68505**,**68506**,**68507**,**68508**,**68510**,**68512**,**68514**,**68516**,**68517**,**68520**,**68521**,**68522**,**68523**,**68524**,**68526**,**68528**,**68531** |

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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.** |
| huhing@aclunebraska.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.” |
| Sign our petition to protect Lincoln kids |

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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. |
| Keep Lincoln kids out of the school-to-prison pipeline |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://action.aclu.org/petition/ne-sropetition?ms_aff=NE&initms_aff=NE&ms=180517_sro_petition_&initms=180517_sro_petition_&ms_chan=eml&initms_chan=eml> |

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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 ACLU supporter,  Members of the Lincoln Public School board and the Lincoln City Council are exploring ways to improve student safety and success with an expansion of mental health and after school programs, which is good news. However, one very concerning aspect of this proposal expands School Resources Officers (SROs) into more Lincoln Public Schools.  Local families of color and civil rights leaders have expressed concerns about this aspect of the proposal and have shared their personal stories with our elected leaders about their negative experiences with the SRO program.  Complementing these lived experiences is the data demonstrating how the local SRO program negatively impacts minority students and students with disabilities, leading to disproportionate discipline and unnecessary criminal charges for the city's youth, fostering the school-to-prison pipeline.  Some communities have tried to mitigate this by establishing a strong memorandum of understanding to ensure proper officer training and critical civil rights protections for all students and families. Lincoln leaders have drafted a very modest memorandum that sadly fails to meet best practices.  Please sign and share our petition to protect minority students from unfair discipline, unnecessary restraint and criminal charges by school resource officers in Lincoln Public Schools: <https://action.aclu.org/petition/ne-sropetition>  Sincerely,  Danielle Conrad  Executive Director  ACLU of Nebraska |

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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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