**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Vermont |

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| **Mailing Date:** | **10/13/2017** | **Flexibility:** | ☒ Can't be moved  ☐ Slightly moveable, up to 3 days ☐ Moveable, 3 to 5 days |

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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.) |
| ACLU-VT Members only. |

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| **Testers and Reviewers** |
| [jlyall@acluvt.org](mailto:jlyall@acluvt.org) (James Lyall); [kconnizzo@acluvt.org](mailto:kconnizzo@acluvt.org) (Kate Connizzo) |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| X Images attached ☐ Please use a stock image  No image |

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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.” |
| Don’t forget to RSVP! |

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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. |
| Join us for the ACLU-VT Annual Meeting & 50th Anniversary Celebration next Saturday, 10/21. |

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| **Side Box Content** |
| Remove side box x Include side box  ACLU-VT Annual Meeting and 50th Anniversary Celebration  Meeting: 1:30 pm – 4:00 pm  Party: 4:30 pm – 7:00 pm Alumni Hall (at the corner of E. State and College Streets)  Vermont College of Fine Arts  Montpelier, VT 05602 [RSVP Button] |

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| **Hyperlinks for email message** |
| [RSVP Page] |

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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's one thing you want your recipient to pick up on, it's 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 \_\_\_\_\_\_\_\_\_\_\_\_\_,  The ACLU of Vermont’s Annual Meeting and 50th Anniversary Celebration is coming up soon – and [we hope that you can join us](file:///C:\Users\kconnizzo\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\X0V1N4L7\RSVP%20Page)!  **ACLU of Vermont Annual Meeting and 50th Anniversary Celebration Saturday, October 21st Alumni Hall (at the corner of E. State and College Streets)**  **Vermont College of Fine Arts, Montpelier**  Registration will begin at 1:30 pm and the meeting starts at 2:00 pm, featuring panel reminiscences of five decades defending civil liberties, brief reports by the ACLU of Vermont Board president and Executive Director, and an awards presentation.  From 4:30 – 7:00 pm we will have live music by the Vermont Bluegrass Pioneers, appetizers by Bon Temps Gourmet, cash bar and a gathering of supporters and friends.  Space is limited! [Please RSVP to the meeting, the party, or both](file:///C:\Users\jlyall\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\I1Q8Q8AF\RSVP%20Page).  Hope to see you there! 3 -ACLU of Vermont  VT-Anniversary-50-V01.jpg |