**EMAIL SET-UP**

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

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| **Mailing Date:** | **11/6/2017** | **Flexibility:** | ☐ Can't be moved  x Slightly moveable, up to 3 days ☐ Moveable, 3 to 5 days |

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| **Target Audience** |
| X 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** |
| [kconnizzo@acluvt.org](mailto:kconnizzo@acluvt.org); |
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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.” |
| Move forward. Fight back. |

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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 11/11 for the VT Crossroads Conference |

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| **Side Box Content** |
| Remove side box x Include side box  Vermont Crossroads Conference Saturday, November 11th  8:00am – 5:00pm Champlain College 262 S Willard Street Burlington [Register] |

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| **Hyperlinks for email message** |
| Learn more and register: www.vtcrossroadsconference.com/ |

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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 \_\_\_\_\_\_\_\_\_\_\_\_\_,  Frightened by the direction of the country? Worried that we’re being torn apart? Want Vermont to fight back and move forward?  Then join hundreds of your fellow Vermonters, thoughtful business leaders, and leading non-profits for the 2017 Vermont Crossroads Conference. Learn about the major campaigns that will lead Vermont forward, investigate the shared values between organizations and initiatives, and discover how we can succeed together.  The 2017 Vermont Crossroads Conference will convene on **Saturday, November 11 at Champlain College in Burlington**. The conference is **FREE** and co-hosted by: ACLU, Main Street Alliance, Planned Parenthood of Northern New England, Rights & Democracy, Toxics Action Center, VNRC, VPIRG, the Vermont-NEA, Justice for All and Let's Grow Kids.  [Register today for the 2017 Vermont Crossroads Conference.](http://www.vtcrossroadsconference.com)  Hope you can join us!  -ACLU of Vermont  VT-Anniversary-50-V01.jpg |