**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-VA |

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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.** |
| bfarrar@acluva.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.” |
| We Need No-Excuse Absentee Voting in Virginia! |

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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. |
| Excuse-based absentee voting hurts democracy by privileging some voters over others. |

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| **Side Box Content (Action & Event format only)** |
| **Virginia Let the People Vote Campaign Update Call**  7 p.m., Tuesday, Oct. 17  [Register now to join the call!](http://myaccount.maestroconference.com/conference/register/OOACYERVYA4K5Z19) |

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| **Hyperlinks for email message \*\*** |
| Register now to join the call! - <http://myaccount.maestroconference.com/conference/register/OOACYERVYA4K5Z19> |

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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. |
| Friends –  Did you know that in order to vote by absentee ballot in Virginia, you have to have one of 19 state-approved excuses?  Why should it matter if you can’t vote because you are pregnant or have a long commute instead of because you work multiple jobs or you just want to vote by mail in advance? It shouldn’t, but that’s the way it is, and it’s preventing everyone from being able to participate in democracy.  The ACLU of Virginia believes you should be able to vote by absentee ballot – in-person or by mail – for no reason at all. We hope you’ll join us for this important conversation to learn more about the problem and how you can help.  All you have to do is click the link above to register and we’ll call you at the time and date listed. Voting is essential to our democracy and it should be as easy as possible.  Very truly yours,  Claire |

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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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