**EMAIL SET-UP**

|  |  |
| --- | --- |
| **Affiliate Name** | West Virginia (50) |

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 5/11/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **Testers and Reviewers** |
| [tward@acluwv.org](mailto:tward@acluwv.org)  [mkennedy@acluwv.org](mailto:mkennedy@acluwv.org) |

|  |
| --- |
| **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. |
| Images attached  Please use a stock image  No image |

|  |
| --- |
| **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.” |
| Time is Running Out to Get Your Tickets to the Prom |

|  |
| --- |
| **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 our Starry Nights and Human Rights ‘80s Prom on May 19th |

|  |
| --- |
| **Side Box Content** |
| Remove side box  Include side box  Starry Nights and Human Rights ‘80s Prom  Saturday, May 19 at 7:30 pm – 11:30 pm  University of Charleston Ballroom  2300 MacCorkle Ave SE  Charleston, WV 25304  Click ‘Tickets Available’ on [Facebook](https://www.facebook.com/events/627966847550328/) |

|  |
| --- |
| **Hyperlinks for email message** |
| <https://www.facebook.com/events/627966847550328/>  <http://acluwv.org/> |

|  |
| --- |
| **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 ACLU of West Virginia Family,  The Prom is almost here!    There is only a week left to get your Prom tickets and dance the night away with the ACLU-WV and Planned Parenthood South Atlantic!  We’ve all been working hard and fighting back against attacks on West Virginians, their health care, and their rights. Cut footloose and join us on May 19 in Charleston for our 80s themed extravaganza - Starry Nights and Human Rights!  [But your tickets today!](https://www.facebook.com/events/627966847550328/)  In addition to ‘80s music, decor, outfits, prom photos, and a costume contest, we are thrilled to honor our fantastic prom court for their hard work and dedication to social and reproductive justice here in West Virginia.  You don’t want to miss it!  You can find ticket and sponsorship options [here](https://www.facebook.com/events/627966847550328/).  We hope you can join us for this exciting event!  If you have any questions about tickets or sponsorships, please email Mollie at [mkennedy@acluwv.org](mailto:mkennedy@acluwv.org).  Onward Together  [**ACLU of West Virginia**](http://acluwv.org/) |