**EMAIL SET-UP**

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

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| **Mailing Date:** | 7/6/2018 | **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.) |
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| **Testers and Reviewers** |
| [tward@acluwv.org](mailto:jcohen@alcuwv.org)  [mkennedy@acluwv.org](mailto:mkennedy@acluwv.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. |
| 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.” |
| Join Us in Morgantown |

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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. |
| ACLU-WV will be in Morgantown for Your Voice WV, Citizen Lobbyist Training |

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| **Side Box Content** |
| Remove side box  Include side box  Families Belong Together Rallies  Thursday, July 12 at 6:00 – 7:00 pm  Rallies in Clarksburg and Charleston  RSVP on [Facebook](https://www.facebook.com/events/973891696113945/) |

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| **Hyperlinks for email message** |
| https://www.facebook.com/events/973891696113945/ |

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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 ACLU of West Virginia Family,  Donald Trump and his administration have separated thousands of children from their parents through his "zero-tolerance" policy. Federal judges have ordered the reunification of these families and have blocked Trump's policy of arbitrarily detaining asylum seekers, but the work isn't done yet. We must hold this administration accountable for their actions and ensure that these families are brought back together and that family incarceration does not become the replacement for family separation.  Come raise your voice and send a message to our U.S. Attorneys and the Trump administration that all families belong together and that the mass jailing of families is unacceptable.  The ACLU-WV and partner organizations from around the state will be holding two rallies at our U.S. Attorney’s offices.  [Join us in the Northern district in Clarksburg and the Southern district in Charleston:](https://www.facebook.com/events/973891696113945/)  Northern District: U.S. Attorney William Powell's office  Clarksburg Federal Building  320 W. Pike St  Suite 300  Clarksburg, WV 26301  Southern district: U.S. Attorney Michael Stuart's office  Robert C. Byrd U.S. Courthouse  Suite 4000  300 Virginia St  Charleston, WV 25301  We hope you can stand with us and speak out about this important issue!  Onward Together  [**ACLU of West Virginia**](http://acluwv.org/) |