**EMAIL SET-UP**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing Date:** | 11/4/2017 | **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** |
| [jcohen@acluwv.org](mailto:jcohen@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.” |
| One Year of Resistance in Trump’s America |

|  |
| --- |
| **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 the ACLU-WV for a conversation about what we’ve been working on since Trump’s election one year ago. |

|  |
| --- |
| **Side Box Content** |
| Remove side box  Include side box  One Year of Resistance in Trump’s America  Wednesday, November 8 at 6:00 pm  Facebook Live  RSVP on [Facebook](https://www.facebook.com/events/130603000928383/?acontext=%7B%22ref%22%3A%223%22%2C%22ref_newsfeed_story_type%22%3A%22regular%22%2C%22feed_story_type%22%3A%22117%22%2C%22action_history%22%3A%22null%22%7D) |

|  |
| --- |
| **Hyperlinks for email message** |
| https://www.facebook.com/events/130603000928383/?acontext=%7B%22ref%22%3A%223%22%2C%22ref\_newsfeed\_story\_type%22%3A%22regular%22%2C%22feed\_story\_type%22%3A%22117%22%2C%22action\_history%22%3A%22null%22%7D  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,  We hope you can join us on the anniversary of Trump’s election, Wednesday, November 8, for a Facebook Live conversation about the tumultuous and eventful year since Donald Trump's narrow electoral victory.    Hear from Executive Director Joseph Cohen, Policy Director Eli Baumwell, and Legal Director Jamie Lynn Crofts as they discuss the legal action, political activism, and educational outreach we've been working on as we fight along with the resistance.  Onward Together,  [**ACLU of West Virginia**](http://acluwv.org/) |