**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 of Wisconsin |

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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.** |
| mcollins@aclu-wi.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.” |
| Keeping Up the Fight for Liberty in Wisconsin |

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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. |

Wisconsinites are leading the way and defending liberty in the Trump era.

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <http://www.aclu-wi.org/media/preliminary-injunction-filed-lincoln-hills-case>  [http://aclu-wi.org/media/aclu-challenges-mpd’s-unconstitutional-stop-and-frisk-program](http://aclu-wi.org/media/aclu-challenges-mpd's-unconstitutional-stop-and-frisk-program)  <http://aclu-wi.org/media/aclu-files-suit-wisconsin-over-denial-insurance-coverage-transgender-state-employees>  <http://aclu-wi.org/story/aclu-filed-friend-court-brief-arguing-gerrymandering-scheme-unconstitutional> |

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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. |
| Last year, when Donald Trump won the presidential election, we knew that he posed a direct and fundamental threat to the bedrock principles of our democracy.  But what we could not have anticipated is the overwhelming response from Wisconsinites like you, who came forward to stand up to Trump’s discriminatory agenda.  You’ve helped stop much of that agenda in its tracks, and you’ve also made a profound impact in Wisconsin, where each and every day your support is helping to fight discrimination and injustice.  That’s why, before the year is out, I wanted you to hear directly from me about the impact you’ve had right here in our own back yard:   * Volunteers with People Power successfully pushed the Dane County board of supervisors to pass a resolution to **protect immigrants** from the Trump administration’s mass deportation agenda. * With your support, [we won a court ruling](http://www.aclu-wi.org/media/preliminary-injunction-filed-lincoln-hills-case) that **stopped the state from abusing imprisoned children** with solitary confinement and pepper spray. * In February, we [filed suit](http://aclu-wi.org/media/aclu-challenges-mpd’s-unconstitutional-stop-and-frisk-program) against the Milwaukee Police Department for its **unconstitutional and racially-biased stop-and-frisk program**. * Transgender rights are human rights, so we’re [challenging](http://aclu-wi.org/media/aclu-files-suit-wisconsin-over-denial-insurance-coverage-transgender-state-employees) the cruel denial of health care coverage for transgender state employees. * And because we know that taking back our democracy starts with fair and equal access to the ballot, we’re participating as a [friend-of-the court](http://aclu-wi.org/story/aclu-filed-friend-court-brief-arguing-gerrymandering-scheme-unconstitutional) in a case challenging partisan gerrymandering that is now before the U.S. Supreme Court.   With your support, the ACLU of Wisconsin will stay on the frontlines of defending liberty and justice for all – in the new year and beyond.  For every vulnerable Wisconsinite you’ve protected, every fundamental right you’ve safeguarded and all the freedoms you’ve championed – **THANK YOU.**  Onward,  Chris Ott  Executive Director  ACLU of Wisconsin  P.S.  Our members elected three new board members in November – and they’re amazing! Get to know these new and inspiring additions to our team:  **David Shih**, of Eau Claire, is a university professor and blogger who has fulfilled his passion for racial justice by working on the Board of our Chippewa Valley Chapter. David is an expert on affirmative action and institutional racism and was UW-Eau Claire’s first Equity, Diversity, and Inclusivity Fellow.  **Tricia Zunker**, of Wausau,is an attorney, law professor, and Associate Justice on the Ho-Chunk Nation Supreme Court. Tricia’s broad legal experience, deep ties with her community and commitment to social justice will help the ACLU of Wisconsin continue to protect individual rights and advocate for vulnerable populations.  **Leslie Fillingham**, of Milwaukee, brings more than three decades of experience in non-profit accounting and continues to serve as a volunteer abortion clinic escort. Her valuable financial expertise will help the ACLU of Wisconsin maximize its resources and impact on behalf of civil liberties in the Badger State. |

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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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