**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 Wyoming |

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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.** |
| [jfarley@aclu.org](mailto:jfarley@aclu.org), [ajorgensen@aclu.org](mailto:ajorgensen@aclu.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.” |
| Stop the proposed Uinta County immigration prison – attend a community party! |

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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. |
| Join us for Fiestas de Familias and help us stop ICE’s proposed immigration prison. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://wyosayno.com/  facebook.com/wyosayno |

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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. |
| One of the country’s largest for-profit private prison companies, MTC, together with ICE, wants to build an immigration prison in Uinta County. Using our criminal justice system for immigration purposes is costly and devastating to immigrants and their families. We believe in keeping families together, protecting rural communities and that Wyoming won’t detain for private gain.  If we want to beat this prison, we need to work together! That’s why we’re partnering with the [#WyoSayNo campaign](https://wyosayno.com/) and community groups across Wyoming for a summer celebrating community, solidarity, and action to push back!. Join us for Fiestas de Familias to learn more about what is going on with ICE detention and to build community in your own hometown.  Upcoming events:   * 4 to 6 p.m., Sunday, June 24: Wyoming Food for Thought Project, 900 St. John St., Casper * Noon to 2 p.m., Sunday, July 1: St. Joseph’s Catholic Church, 603 House Ave., Cheyenne   More Fiestas de Familias events will be happening in Powell, Cody, Laramie, Jackson, Salt Lake City, Rock Springs, Gillette, and Evanston throughout the summer. Keep up-to-date with information on when and where on [Facebook](file:///C:\Users\jfarley\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\1QHJI8B5\facebook.com\wyosayno).  Yours in liberty,  ACLU of Wyoming |

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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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