**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.** |
| [jpetersen@aclu.org](mailto:jpetersen@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 Uinta County Immigration Camp – Attend the Launch Event! |

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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. |
| Can’t make the event in Cheyenne? Host a satellite party! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/146261459427770/>  <https://actionnetwork.org/event_campaigns/wyosayno-campaign-launch-satellite-event-signup?source=direct_link&> |

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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. |
| The Trump Administration’s deportation machine is ramping up – and they’re looking to detain more people right here in Wyoming. 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’re launching a campaign to push back against construction of a new immigration detention center. Join the ACLU of Wyoming and Juntos Wyoming, at our #WyoSayNo launch event to learn how you can take action to stop the immigration prison in Uinta County.  **WyoSayNo Campaign Launch**  Saturday, January 13, 5:30-7:00 PM  Laramie County Public Library System  2200 Pioneer Ave, Cheyenne  Can’t make the launch event in Cheyenne? Attend or host a satellite launch party in your community! We’ll give you all the support you need. Sign up to host a satellite party [here](https://actionnetwork.org/event_campaigns/wyosayno-campaign-launch-satellite-event-signup?source=direct_link&).  Your friends in liberty,  ACLU of Wyoming  -----  La Oficina de Detención y Deportación de la Administración de Trump  sigue preparándose a detener mas personas. Una des las compañías mas grandes que opera prisiones privadas en los Estados Unidos, Management and Training Corporation (MTC), quiere construir un centro de detención para inmigrantes en el Condado de Uinta.  Usando nuestro sistema de justicia criminal para propósitos inmigratorios es costoso, y irreprimible para inmigrantes y sus familias. Hemos lanzado una campaña contra la construcción de esta prisión. ¡Únete a esta campaña!  La Unión Americana de Libertades Civiles(ACLU) y Juntos Wyoming te invitan a un evento para informarte de como puedes ayudar.  **WyoSayNo Campaign Launch**  Sabado, 13 de enero, 5:30-7:00 de la tarde  Laramie County Public Library System  [2200 Pioneer Ave, Cheyenne](https://maps.google.com/?q=2200+Pioneer+Ave,+Cheyenne&entry=gmail&source=g)    No puedes atender el evento en Cheyenne? ¡Crea tu propio evento [aquí](https://actionnetwork.org/event_campaigns/wyosayno-campaign-launch-satellite-event-signup?source=direct_link&)!  En solidaridad,  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:** |
| Join us to launch a campaign to stop the proposed immigration prison in Uinta County. #WyoSayNo  <http://bit.ly/2qci3JR>  Can’t attend the #WyoSayNo campaign launch party? Host a satellite event in your community: <http://bit.ly/2qhtJLd> |