**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.” |
| You’re invited to We the People: An Evening with the ACLU. |

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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 an event to learn about and celebrate the ACLU of Wyoming |

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| **Side Box Content (Action & Event format only)** |
| **We the People**  Tuesday, December 12  **The Library Sports Grille & Brewery**  201 E Custer St.  Laramie, WY 82070 |

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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/144362436206174/> |

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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. |
| Dear Friends,  Do you love live music and civil liberties? Join us next week for We the People: An Evening with the ACLU of Wyoming. We’re ready to celebrate the work that’s been done to protect liberties for Wyomingites and gear up for the challenges ahead by honoring coalition partners.  We’ll enjoy live music from local band Moral Panic and Featured speakers from Juntos and NARAL Pro-Choice Wyoming and the ACLU of Wyoming will talk about our work reforming our criminal justice system, fighting for immigrant's rights, and stopping attempts to limit abortion access at the legislature.  We look forward to seeing you there!  Sincerely,  The 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:** |
| Come enjoy live music and civil liberties with the ACLU of Wyoming on December 12 from 6-8:00p.m. @ the Library Sports Grille & Brewery in Laramie. |