

Animated graphical intro increases urgency and draws readers into the email.

Membership cards make recipients feel like they can be part of something.

Tested buttons and copy add urgency.



MIDNIGHT DEADLINE

VOTE TO PICK

End Citizens United's 2016 MEMBERSHIP CARD:

We the people

★ 2016 MEMBER END CITIZENS UNITED ★

FIRSTNAME LASTNAME 1234567899

END CITIZENS UNITED

★ 2016 MEMBER ★

FIRSTNAME LASTNAME 1234567899

END CITIZENS UNITED 2016 MEMBER

★ We the People ★

FIRSTNAME LASTNAME 1234567899

POLLS CLOSE AT MIDNIGHT!

VOTE IMMEDIATELY >>

<http://act.endcitizensunited.org/Vote-Card>

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Thank you for supporting End Citizens United PAC. We're proud to be funded exclusively by grassroots donors. Your support is critical to helping us counter the disastrous effects of Citizens United and reform our campaign finance system.

Emails are a crucial way to stay in touch with our top supporters. If we're going to pass a Constitutional Amendment to overturn this decision, we need you with us every step of the way.

If you'd still like to unsubscribe from our emails, [click here](#). If you'd like to receive fewer emails, you can [click here](#). If you'd like to donate to help fund our efforts to fix America's broken campaign finance system, please [click here](#).

From the entire End Citizens United team, thanks for your support!