**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 Georgia |

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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.** |
| [christybruce@acluga.org](mailto:christybruce@acluga.org)  arosato@acluga.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.” |
| Join ACLU of Georgia activists at the 2018 ACLU Membership Conference |

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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. |
| Let’s make sure ACLU of Georgia is represented at the 2018 ACLU Membership Conference on June 10-12. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Register now to unite with fellow ACLU members who are resisting the Trump agenda and fighting for civil rights and liberties in our country: <https://conference.aclu.org/ehome/314332?reference=eml_aff_5182018_DC_membconf18>  Register for the 2018 ACLU Membership Conference today:<https://conference.aclu.org/ehome/314332?reference=eml_aff_5182018_DC_membconf18>  [ACLU of Georgia: https://www.acluga.org/](C:\\Users\\ChristyBruce\\Downloads\\ACLU of Georgia: https:\\www.acluga.org\\) |

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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 Supporter,  You know that we’re in the fight of our lives to defend our democracy. You’ve marched in the streets, attended town halls, and called your representatives – but the attacks on our communities aren’t slowing down.  That’s why it’s so important that we take time now to regroup, inspire, and mobilize.  This is exactly what we’ll be doing in Washington D.C. on June 10-12 at the ACLU Membership Conference. You play a critical role in the future of our democracy – and the future of ACLU of Georgia – so we hope you can make it. Also, the American Civil Liberties Union will honor **Representative John Lewis**, member of Congress and former Chairman of the Student Nonviolent Coordinating Committee (SNCC).  [**Register now to unite with fellow ACLU members who are resisting the Trump agenda and fighting for civil rights and liberties in our country.**](https://ms.clicks.actions.aclu.org/t/gcH1AAfaaUKX9QCTFjHIVbaabaaaaaaBNPJIImaa?o=6_w~amp;i=VqZitfmi~25z5Vhgz.jwb~amp;q=68p~amp;2=)  We’ll sharpen our organizing skills, engage in dialogue about key issues, and have a chance to speak directly to our representatives so that we can take charge this legislative session. And we’re excited to have leaders including:     * **Senator Elizabeth Warren**, member of Congress * **Cecile Richards**, former president of Planned Parenthood Federation of America and Planned Parenthood Action Fund * **Patrisse Cullors**, co-founder of Black Lives Matter * **Christina Jiménez,** executive director and co-founder of United We Dream * **Jose Antonio Vargas,** Pulitzer Prize-winning journalist and leading voice for undocumented immigrants * **Bryan Stevenson**, founder and executive director of the Equal Justice Initiative * **Daveed Diggs and Rafael Casal**, co-writers and co-stars of "Blindspotting," a film that is premiering at the conference * **Kerry Washington**, actress and human rights activist * **Questlove,** hip hop artist, drummer for The Roots, DJ, producer and author   News headlines may just focus on what’s at stake nationally, but we have to remember the immediate impact that local issues have on our community – and the power that we have to shape them. Let’s make sure the ACLU of Georgia activists like you have the tools we need to make an even bigger impact in 2018.  You can now pay what you want to attend all three days – for as low as $125. If you’re booking hotel rooms, Friday, May 18, 2018 is the last day to use our special rate. We want to make sure this conference has the biggest impact possible, so we hope you can join other ACLU of Georgia activists to make sure our voices are heard.  [**Register for the 2018 ACLU Membership Conference today!**](https://ms.clicks.actions.aclu.org/t/gcH1AAfaaUKX9QCTFjHIVbaabaaaaaaBNPJIImaa?o=6_w~amp;i=VqZitfmi~25z5Vhgz.jwb~amp;q=68q~amp;2=)  We hope to see you there,  [ACLU of Georgia](https://www.acluga.org/) |

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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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