**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 Indiana |

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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.) |
| 47401,47403,47404,47405,47406,47408,47429,47433,47434,47436,46151,47448,47264,47458,47460,47462,47464,47468, 47404,47833,47841,46120,47427,47431,47433,46166,47455,47868,47456,47459,47460,47471, 47424,47403,47848,47529,47438,47441,47443,47449,47453,47578,47457,47459,47460,47462,47465,47471, 47420,47421,47436,47437,47446,47264,47451,47452,47462,47467,47470, 47401,47201,47235,46160,47448,46164,47274,46181,47468, 46111,46113,46125,46151,46157,46158,46160,46166, 47102,47220,47229,47235,47260,47264,47274,47281 |

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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.** |
| atoruno@aclu-in.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.” |
| A Survival Guide: Join Us! |

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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. |
| First Wednesdays: A Survival Guide |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| A Survival Guide -- http://aclu-in.org/events/first-wednesdays |

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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,  Join us this Wednesday, September 6th, for **A Survival Guide**, part of our First Wednesday's educational series.  Hear from the ACLU of Indiana and other community advocates on how to stand up for what's right the in the face of threats and policies that undermine our core American values. I will moderate a panel including:   * **Jane Henegar:** Executive Director, ACLU of Indiana * **Christie Gillespie:** CEO, Planned Parenthood of Indiana and Kentucky * **Alexis Burr:** Member on the Commission on Multicultural Understanding and former Director of Campus Unity on the Indiana Memorial Union Board * **Luma Khabbaz:** President, IU Muslim Student Association * **Esmeralda Martinez:** President, UndocuHoosiers Bloomington   Special thanks to the event’s co-sponsors, IU Maurer School of Law Chapter of the American Constitution Society, Black Law Students Association, Law Students for Reproductive Justice, UndocuHooisers Bloomington, and IU Muslim Student Association.  I look forward to seeing you on Wednesday, September 6!  Best,  Katie Blair  Director of Advocacy & Public Policy [ACLU of Indiana](https://ms.clicks.actions.aclu.org/t/gcH1AAcaBCmTCPoQBXYxHFJbaacaaaaaaBMTLHMgaa?r=3_0~amp;f=idjcgt~2522Yejw-gp.mte~amp;n=95s~amp;z=) |

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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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