**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.) |
| 46107,46183,46201,46202,46203,46204,46205,46206,46207,46208,46209,46211,46214,46216,46217,46218,46219,46220,46221,46222,46223,46224,46225,46226,46227,46228,46229,46230,46231,46234,46235,46236,46237,46239,46240,46241,46242,46244,46247,46249,46250,46251,46253,46254,46255,46256,46259,46260,46262,46266,46268,46274,46275,46277,46278,46282,46283,46285,46291,46295,46296,46298,46030,46031,46032,46033,46034,46037,46038,46060,46061,46062,46069,46074,46082,46280,46290, 46052,46071,46075,46077,46102,46147, 46040,46055,46117,46129,46140,46154,46163,46186,46110,46126,46130,46144,46161,46176,46182,47234, 46106,46124,46131,46142,46143,46162,46164,46181,46184,46111,46113,46125,46151,46157,46158,46160,46166, 46103,46112,46118,46122,46123,46149,46165,46167,46168,46180 |

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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 Constitution in Every Pocket |

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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. |
| Get your pocket Constitution on September 15th! |

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| **Side Box Content (Action & Event format only)** |
| Celebrate Constitution Day!  Friday, September 15th  Noon – 1 PM  Soldiers’ and Sailors’ Monument 1 Monument Circle & Downtown Area Indianapolis, IN 46204 |

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| **Hyperlinks for email message \*\*** |
| Facebook -- [https://www.facebook.com/events/121398431851225/?acontext=%7B%22source%22%3A5%2C%22page\_id\_source%22%3A40032861193%2C%22action\_history%22%3A[%7B%22surface%22%3A%22page%22%2C%22mechanism%22%3A%22main\_list%22%2C%22extra\_data%22%3A%22%7B%5C%22page\_id%5C%22%3A40032861193%2C%5C%22tour\_id%5C%22%3Anull%7D%22%7D]%2C%22has\_source%22%3Atrue%7D](https://www.facebook.com/events/121398431851225/?acontext=%7B%22source%22%3A5%2C%22page_id_source%22%3A40032861193%2C%22action_history%22%3A%5b%7B%22surface%22%3A%22page%22%2C%22mechanism%22%3A%22main_list%22%2C%22extra_data%22%3A%22%7B%5C%22page_id%5C%22%3A40032861193%2C%5C%22tour_id%5C%22%3Anull%7D%22%7D%5d%2C%22has_source%22%3Atrue%7D)  PDF Constitution - <http://aclu-in.org/images/resources/PocketConstitution.pdf> |

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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. |
| **Celebrate Constitution Day with a FREE pocket Constitution!**  Join us as we celebrate the Constitution and all that it means to us. Pick up your pocket Constitution, read it, share its contents with family members and friends, and strive to appreciate the beauty and timeless value of these rights in a free society.  The United States Constitution is the most precious document in our nation’s history: The Constitution and the Bill of Rights are the very foundations of the freedoms we hold dear in this country, and are the basis by which justice can be determined in our courts of law. The ACLU is dedicated to defending constitutional rights and protecting liberties for future generations of Americans.  The ACLU of Indiana will be **giving away 1,000 pocket Constitutions** on Monument Circle and downtown area from Noon to 1 p.m. on Friday, September 15 in honor of Constitution Day, a day to recognize and celebrate the signing of the United States Constitution in 1787.  Special thanks to our community partners who are co-hosting the celebration; Common Cause of Indiana, Exodus Refugee, Fair Housing Center of Central Indiana, Immigrant Welcome Center, Indiana Undocumented Youth Alliance, Jewish Community Relations Council of Indianapolis, League of Women Voters of Indianapolis, Muslim Alliance of Indiana, NAACP of Greater Indianapolis, Planned Parenthood of Indiana-Kentucky,The Cummins Indianapolis Community Involvement Team and Women 4 Change. Spread the word, share our Facebook event and tell your friends. We hope to see you!  Can’t make it to our celebration on September 15? Download a FREE PDF copy of the Constitution from our website. |

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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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