**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 Maine |

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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.) |
| Affiliate Full List |

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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.** |
| Amy Kuhn [akuhn@aclumaine.org](mailto:akuhn@aclumaine.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) | **XXX 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 us at Space Gallery! |

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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. |
| **From Nowhere** is the final film in our Freedom Side Film Series. |

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| **Side Box Content (Action & Event format only)** |
| **From Nowhere**  Wednesday, December 13  Doors at 6:30, Film at 7:00, with Q&A discussion to follow  SPACE Gallery  538 Congress St.  Portland, ME 04101 (map)  **For tickets and more info, click here.** |

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| **Hyperlinks for email message \*\*** |
| For map -- <https://www.google.com/maps?daddr=538+Congress+St.,+Portland,+ME+04101>  For tickets and more info -- <http://space538.org/events/nowhere> |

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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,  We hope you will join us for the final film screening in our Freedom Side Film Series, co-sponsored by Space Gallery.  In “**From Nowhere”**, three undocumented teenagers — a Dominican girl, an African boy, and a Peruvian girl — are just about to graduate high school in the Bronx. Like most teenagers, all they want to do is hang with their friends, fall in love, and figure out where to go to college; but unlike their American classmates, these three live with the threat of being discovered by the authorities and deported. When one of their teachers connects them with a lawyer to help them get their papers, the teens start to dig into their family histories to assist their immigration cases. As they continue to deal with the everyday problems of adolescence, the teenagers are forced to confront their past and, at the same time, fight for their future.  Hope to see you there!  Macintosh HD:Users:amykuhn:Desktop:Screen Shot 2017-11-29 at 12.30.48 PM.png |

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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:** |
| Join me at Space Gallery for a special screening of **From Nowhere --** <https://www.aclumaine.org/en/events/film-nowhere> |