**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 Nebraska |

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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.** |
| trichard@aclunebraska.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.” |
| Planned Parenthood under attack |

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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. |
| Governor Ricketts is trying to take lifesaving Title X funds away from Planned Parenthood. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://ssl.capwiz.com/aclu/issues/alert/?alertid=79650626&type=ST&ms=eml\_180201\_aff\_NE\_&af=##capwiz\_query\_encrypted## |

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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. |
| First\_name:  Here we go again...Last year Governor Ricketts and his allies tried to sneak language into the state budget to defund Planned Parenthood and other family planning clinics risking preventive health care for tens of thousands of mainly low income and rural women. We fought shoulder to shoulder with our allies. You raised your voices in a powerful chorus that supported a strong bipartisan effort in the legislature to strike that budget language and stop their unprovoked attack on lifesaving health care. We did it together and it made a positive difference.  Our Nebraska neighbor Char described how important Title X clinics were to her life just a few months ago, "I am a single mom with three kids. I work at an assisted living home, but I do not have insurance. I come to the clinic for annual exams and have been coming for three years. I don’t know another doctor I could go to for my exams."  [We must keep these health centers open. Tell your state senator to reject any attempts to defund Planned Parenthood in this year’s budget. We cannot let Governor Ricketts and his allies take critical access to annual exams, birth control, cancer screenings.](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79650626&type=ST&ms=eml_180201_aff_NE_&af=)    This year the Governor and his allies are right back at it with yet another budget trick that will hurt women. The Governor and his allies are trying to keep 8,000 Nebraska women who use Title X from being able to see the health care provider of their choice by cutting Planned Parenthood out of the Tile X program. And as if that effort wasn't abhorrent enough, their sloppy language might shut down Title X funding for all health clinics across the state from Omaha to Scottsbluff and everywhere in between. When similar laws passed in Texas and Iowa, clinics closed and women suffered. For many who use Planned Parenthood, particularly low-income women, this is the only health care they receive. We can't let this happen in Nebraska.  It’s time for lawmakers to be honest. The government shouldn't pick your health care provider. Politicians shouldn’t play doctor. Tell Nebraska legislators that you are watching, and you won't sit quietly or stand idly by when thousands of low-income Nebraska women risk losing access to pap smears, breast exams, and contraception. Planned Parenthood is the largest provider of Title X services in the state because women trust Planned Parenthood. The other Title X clinics do not have the capacity to pick up all these patients. Defunding Planned Parenthood will result in Nebraskans losing their health care. [Tell your state senator that Planned Parenthood must stay open.](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79650626&type=ST&ms=eml_180201_aff_NE_&af=)  Debate on the budget will start today. We must show lawmakers that Nebraskans don’t want to take health care away from those who use Planned Parenthood. [We need you to make your voice heard loud and clear: Planned Parenthood must stay open.](https://ssl.capwiz.com/aclu/issues/alert/?alertid=79650626&type=ST&ms=eml_180201_aff_NE_&af=)  The Trump-Pence-Ricketts agenda hurts low-income Nebraska women. Working together we won’t let them succeed.  In friendship and freedom.  Danielle Conrad |

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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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