**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.) |
| 68004;68030;68601;68602;68620;68623;68627;68631;68634;68636;68642;68644;68647;68652;68653;68655;68660;68701;68702;68711;68713;68715;68716;68720;68723;68725;68726;68731;68733;68734;68735;68738;68740;68741;68742;68743;68747;68748;68752;68756;68758;68761;68763;68764;68765;68766;68767;68768;68769;68773;68776;68779;68780;68781;68787;68788;68790;68791; |

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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.” |
| See you in Norfolk |

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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. |
| People leaving prison shouldn’t be denied good jobs. |

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| **Side Box Content (Action & Event format only)** |
| Norfolk, NE Town Hall: Barriers to Better Jobs  Tue, November 7, 2017  6:00 PM – 7:00 PM CST  Black Cow Fat Pig Pub & Steak  702 West Norfolk Avenue  Norfolk, NE 68701 |

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| **Hyperlinks for email message \*\*** |
| https://www.eventbrite.com/e/norfolk-ne-town-hall-barriers-to-better-jobs-tickets-37010248650 |

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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. |
| Second chance employment - Removing Barriers to Employment Benefits All Nebraskans  Nebraska’s system of mass incarceration, combined with our burdensome occupational licensing structure, hurts Nebraska's workforce and our economy, particularly communities of color and low-income Nebraskans.  29 states – including Nebraska – allow a criminal record to disqualify a worker from earning a professional license, making it harder for those leaving the criminal justice system to return to a productive life. The ACLU, the Platte Institute, and Sen. Laura Ebke are working together to eliminate these barriers.  The Norfolk Townhall will feature:  State Sen. Laura Ebke  Amy Miller, Legal Director, ACLU of Nebraska  Nicole Fox, Government Relations Director, Platte Institute  [Register for this free townhall via Eventbrite.](http://lextownhall.eventbrite.com/)  For someone with a criminal conviction to be a productive member of our community, they need to be able to fully participate in our economy and workforce. Nebraska’s existing professional licensing structure is full of potential barriers for those who have paid their debt to society. Removing those barriers will help more Nebraskans secure good jobs which not only helps them and their families, but supports our economy while reducing recidivism.  Danielle Conrad  Executive Director  P.S. – Unable to attend? [View the ACLU’s Re-Entry Agenda and share your story of how licensing reform would impact you.](https://www.aclunebraska.org/en/campaigns/re-entry-nebraska) |

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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 in Norfolk on Tuesday, Nov 7 for a townhall on eliminating barriers to better jobs for Nebraskans. norfolktownhall.eventbrite.com |