**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 Nevada |

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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.) |
| 89701, 89703, 89702, 89706, 89406, 89448, 89423, 89411, 89460, 89410, 89705, 89413, 89444, 89408, 89403, 89447, 89440, 89503, 89439, 89512, 89502, 89504, 89506, 89510, 89519, 89511, 89501, 89450, 89509, 89431, 89521, 89508, 89523, 89436, 89704, 89507, 89412, 89433, 89451, 89441, 89570, 89434, 89515, 89432 |

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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.** |
| [story@aclunv.org](mailto:story@aclunv.org), [juhl@aclunv.org](mailto:juhl@aclunv.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.” |
| On Friday We’ll Honor Community Activist Theresa Navarro |

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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. |
| Don’t Miss Your Chance to Celebrate Another Year of Civil Liberty Victories in Nevada |

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| **Side Box Content (Action & Event format only)** |
| Liberty & Libations 2017  We Olive & Wine Bar  4991 S. Virginia St. B  Reno, NV  Friday, November 3, 2017  5:30 p.m. - 7:30 p.m. |

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| **Hyperlinks for email message \*\*** |
| Event page: https://action.aclu.org/secure/nv\_2017\_liberty\_libations  Google Map of Location: https://goo.gl/maps/eZAFarXqH7J2 |

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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,  At the ACLU of Nevada, we firmly believe that dissent is patriotic. That’s why we know Theresa Navarro is an American hero.  [Join us Friday in Reno for Liberty & Libations as we toast to Theresa’s lifetime of service with our Community Equality Award](https://action.aclu.org/secure/nv_2017_liberty_libations).  As a child, Theresa demonstrated in solidarity with Cesar Chavez. She protested the Vietnam War. For her first job, Theresa worked with more than a dozen Native American tribes on important issues.  Theresa ran Community to Aid Abused Women (CAAW), the largest domestic violence shelter in Northern Nevada. She has served as a Court Appointed Special Advocate (CASA), a rape crisis counselor, and later became the Nevada State Director of Health Care for America Now.  It doesn’t end there.  Theresa serves on the National Immigration Caucus and works part-time with the Catholic Diocese for a project called “Justice for Immigrants.” She speaks in churches across Nevada educating Catholics on the status of our immigration process and the need for reform. She is also a member of the Nevada Advisory Committee to the U.S. Commission on Civil Rights, with whom she has worked on juvenile incarceration issues.  [Join the ACLU of Nevada on Friday night at We Olive and Wine Bar as we celebrate Theresa’s accomplishments](https://action.aclu.org/secure/nv_2017_liberty_libations).  Proceeds will benefit the ACLU of Nevada’s efforts to preserve and expand civil rights and liberties across the state.  I look forward to celebrating with you on Friday,  Tod Story  Executive Director |

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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 @ACLUNV in Reno for the annual Liberty & Libations Celebration! |