**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 \*\*** |  |

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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.** |
| [juhl@aclunv.org](mailto:juhl@aclunv.org); [story@aclunv.org](mailto:story@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.” |
| ACLU of Nevada is Thankful for You |

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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. |
| ACLU of Nevada would be nothing without our members and supporters. This year, you’ve helped us fight for civil liberties at the Nevada Legislature, push back against the state’s experimental execution plan, and fight for immigrants and other marginalized communities. Thank you! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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,  The American Civil Liberties Union of Nevada wishes to kick of the holiday season by saying thank you – with your help we’ve fought all year to protect and expand civil rights and liberties for everyone in the Silver State.  Earlier this year at the Nevada Legislature, we lobbied for the rights of women and people who are LGBTQ and on behalf of juveniles caught in the criminal justice system. With your help, we defeated a misguided school voucher scheme and kept public money going to public schools.  [None of our work would have been possible without the aid of volunteers, supporters, and card-carrying members.](https://action.aclu.org/secure/join-aclu-nevada?ms=web__aff_nv_menu_join)  When President Trump rescinded the Deferred Action for Childhood Arrivals program, putting thousands of hardworking Nevadans at risk of deportation, the ACLU of Nevada and out committed volunteers worked hard to make sure our friends and family members are here to stay.  And more than 600 Nevadans stood with us against the state’s plan to use an experimental—and quite likely unconstitutional—lethal injection protocol to execute a person.  We’re thankful for our members and supporters. Together, we the people can build a more perfect union.  We’re excited to keep fighting to advance civil rights in Nevada. [Stick with us next year.](https://action.aclu.org/secure/join-aclu-nevada?ms=web__aff_nv_menu_join)  In liberty,  Tod Story. |

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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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