**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 \*\*** | 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.) |
| 89005, 89007, 89009, 89012, 89011, 89014, 89015, 89018, 89021, 89025, 89027, 89030, 89029, 89032, 89031, 89040, 89039, 89044, 89046, 89052, 89074, 89169, 89084, 89183, 89081, 89054, 89086, 89085, 89034, 89101, 89103, 89002, 89102, 89105, 89104, 89107, 89106, 89109, 89108, 89111, 89110, 89113, 89115, 89117, 89119, 89118, 89121, 89120, 89123, 89122, 89125, 89124, 89127, 89126, 89129, 89128, 89131, 89130, 89132, 89135, 89134, 89139, 89138, 89141, 89143, 89142, 89145, 89144, 89147, 89146, 89149, 89148, 89151, 89153, 89152, 89155, 89154, 89156, 89159, 89161, 89166, 89165, 89158, 89178, 89179, 89185, 89195, 88901, 89004, |

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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.” |
| Student Safety is Under Attack in Clark County |

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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. |
| Anti-LGBT special interest groups are trying to kill policies that would protect transgender students. We need your help. |

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| **Side Box Content (Action & Event format only)** |
| **Dates, times, and locations of the public hearings:**  Friday, Dec. 1, 9:30 a.m. - 11 a.m., Durango HS Theater  Saturday, Dec. 2, 11 a.m. – 12:30 p.m., Western HS Theater  Tuesday, Dec. 5, 5:30 p.m. - 7 p.m., Eldorado HS Theater  Wednesday, Dec. 6, 6 p.m. - 7:30 p.m., Silverado HS Theater  Thursday, Dec. 7, 4 p.m. - 5:30 p.m., Cimarron HS Theater  We can help you by providing talking points and statistics as needed. Just email [juhl@aclunv.org](mailto:juhl@aclunv.org) to let us know which meeting you’ll attend. |

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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. |
| Earlier this week, members of anti-LGBTQ special interest groups flooded a Nevada Board of Education meeting to try to stop the state from implementing policies that would protect transgender students in our schools.  Nevada is required to implement these policies under state law, but officials were inundated with negative, often transphobic, comments and failed to act. The state, being derelict in its duties, was bullied into taking no action and claims they are waiting on the Clark County School District to decide its policy first.  We must not let this bullying and discrimination be directed toward our students. Every student must be welcomed and feel safe attending public school, including transgender students.  **Southern Nevada’s transgender youths need your help now. Join us at one or all of the upcoming public hearings to voice your support for a written policy that would protect trans students.**  Read the recommendations made by the school district’s working group on gender diverse policies [here](http://ccsd.net/district/info/pdf/public_gender_diverse%20category_112817-REV9.pdf). The ACLU of Nevada participated in the working group.  And take this [community survey](https://www.surveymonkey.com/r/ccsdgender) to tell CCSD it needs to protect transgender students.  In liberty,  Tod Story  Executive Director  ACLU of Nevada |

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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:** |
| We need your help to protect Southern Nevada’s transgender students |