**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-NH |

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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.** |
| [gibson@aclu-nh.org](mailto:gibson@aclu-nh.org); [dan@aclu-nh.org](mailto:dan@aclu-nh.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.” |
| INVITE: ACLU-NH Volunteer Orientation! |

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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. |
| Join us on Saturday, June 16 for our ACLU-NH Volunteer Orientation. |

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| **Side Box Content (Action & Event format only)** |
| ACLU-NH Volunteer Orientation  Saturday, June 16 from 10am – 1pm  UU Church, 669 Union Street  Manchester, NH 03104 |

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| **Hyperlinks for email message \*\*** |
| 1. **ACLU of NH Volunteer Orientation** [INSERT REGISTRATION LINK] 2. **ACLU of NH Volunteer Orientation** [INSERT REGISTRATION LINK]      1. **Register today for the ACLU of NH Volunteer Orientation on Saturday, June 16!** [INSERT REGISTRATION LINK] |

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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 ACLUers,  **Over the last few months, we have been blown away by the over 200 Granite Staters who signed up to volunteer with us!** Due to the overwhelming interest from people across the state willing to dedicate their time, energy and talent to supporting our critical work, we are hosting our first ever **ACLU of NH Volunteer Orientation** on **Saturday, June 16,** for all Granite Staters interested in volunteering with us.  **What you can expect:**   * Meet ACLU of New Hampshire staff. * Learn about our work – including our 2018-2019 legislative priorities – and how you can be engaged. * Learn about upcoming training opportunities. * Leave this meeting with solid action steps for making positive change in our state and your community.   Anyone and everyone is welcome to join us for our interactive **ACLU of NH Volunteer Orientation**. The upcoming legislative session is going to be critical in the fight for civil liberties, and we need you with us on the ground and in your communities.  **Register today for the ACLU of NH Volunteer Orientation on Saturday, June 16!**  Civilly yours,  Christina Gibson  Public Affairs Manager  ACLU of New Hampshire |

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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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