**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) |

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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.” |
| NEW: ACLU of NH 2018 Legislative Scorecard |

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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. |
| Know where your legislators stand on a variety of civil liberties issues! |

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| **Side Box Content (Action & Event format only)** |
| N/A |

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| **Hyperlinks for email message \*\*** |
| 1. **We hope people will use this scorecard to give their state Representatives and Senator feedback on their votes from the 2018 legislative session, and hold them accountable**. (insert link to scorecard on NH website) 2. **So use this scorecard to give your state Representatives and Senator feedback on their votes from the 2018 legislative session – and hold them accountable.** (insert link to scorecard on NH website) |

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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. |
| Greetings ACLUers,  **Why a scorecard?** Granite Staters should know where their legislators stand on a variety of civil liberties issues. **We hope people will use this scorecard to give their state Representatives and Senator feedback on their votes from the 2018 legislative session, and hold them accountable**.  **Why we included certain bills.** A key priority was to include a variety of topics. This is why, for example, we only included one of the six bills aimed at restricting women’s reproductive rights this session. Our second priority was to include those bills on which ACLU-NH was particularly active. This is caveated by the fact that we could only include those bills on which there were roll call votes. Many bills were done by voice vote or division vote, which do not record individual votes by name.  Direct communication with legislators is an effective way to encourage them to stand-up for and protect our constitutional rights. **So use this scorecard to give your state Representatives and Senator feedback on their votes from the 2018 legislative session – and hold them accountable.**  In solidarity,  Jeanne Hruska  Policy Director  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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