**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.” |
| Show-up for nondiscrimination in NH! |

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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. |
| Rally and Hearing for trans nondiscrimination! |

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| **Side Box Content (Action & Event format only)** |
| HB 1319 Rally & Senate Judiciary Committee Hearing  NH State House, Room 100, 107 North Main Street, Concord, NH 03303  Rally @ 12:30pm  Hearing @ 1:30pm – 3:30pm |

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| **Hyperlinks for email message \*\*** |
| 1. **RSVP for the 12:30pm rally on Monday, April 16 at the State House in Concord.**   (Link being created)   1. **Click here to let us know if you can testify before the Senate Judiciary Committee about why you support HB 1319.** (Link being created) |

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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,  The Senate calendar just came out, and its official, **HB 1319 will get a Senate Judiciary Committee hearing on Monday, April 16 at 1:30pm in the State House, Room 100!**  Our ground plan and hearing strategy for that day is the same as the previous hearing. **We will show our strength early with a rally outside the State House at 12:30pm, and then file into State House, Room 100 before 1:30pm.**  **RSVP for the 12:30pm rally on Monday, April 16 at the State House in Concord.**  For the hearing, transgender Granite Staters and their friends, family and other allies will speak from the heart about why we must update New Hampshire’s nondiscrimination law to protect all Granite Staters. **Click here to let us know if you can testify before the Senate Judiciary Committee about why you support HB 1319.**  Bring the same energy and optimism you brought to the House hearing – **see you Monday, April 16 at 12:30pm**!  Civilly yours,  Christian 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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