**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.” |
| You’re Invited! |

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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 October 15 at our Bill of Rights 2017 Awards Dinner |

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| **Side Box Content (Action & Event format only)** |
| **Bill of Rights Awards Dinner**  Sunday, October 15  Cocktails at 6pm | Dinner at 7pm  Manchester Country Club  180 South River Road, Bedford, NH  **RSVP by OCTOBER 6** |

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| **Hyperlinks for email message \*\*** |
| 1. **Bill of Rights 2017 Awards Dinner** ([www.aclu.org/secure/nh\_2017\_bill\_of\_rights\_dinner](http://www.aclu.org/secure/nh_2017_bill_of_rights_dinner)) 2. **Purchase your tickets today.** [www.aclu.org/secure/nh\_2017\_bill\_of\_rights\_dinner](http://www.aclu.org/secure/nh_2017_bill_of_rights_dinner)) 3. **Karen Rose** ([karen@aclu-nh.org](mailto:karen@aclu-nh.org)) 4. **Please RSVP by Friday, October 6** ([www.aclu.org/secure/nh\_2017\_bill\_of\_rights\_dinner](http://www.aclu.org/secure/nh_2017_bill_of_rights_dinner)) |

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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 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,  Please join us for this special night of celebration and inspiration at our **Bill of Rights 2017 Awards Dinner**. Each year, the Bill of Rights Awards Dinner brings our friends together to honor and celebrate the work of individuals and organizations standing up for basic rights and liberties.  This year’s recipients are **Representative Renny Cushing,** six term New Hampshire State Representative from Rockingham County; **Jennifer Frizzell,** Vice President of Public Policy, Planned Parenthood of Northern New England; and **Paul Twomey,** an ACLU-NH cooperating attorney whose expertise and experience have been invaluable in our fight for voting rights.  The keynote speaker is the Director of ACLU’s Immigrants’ Rights Project, Omar Jadwat, who is arguing ACLU’s lawsuit against the Muslim Ban before the US Supreme Court in early October.  Invite your civil liberties-loving family and friends to join us! Tickets are $75. **Purchase your tickets today.** Please contact **Karen Rose**, if you have any questions.  Thank you for supporting our ability to defend and promote democracy, equality, liberty, and justice for all. **Please RSVP by Friday, October 6.** We look forward to seeing you on Sunday, October 15.  Sincerely,  Devon  Devon Chaffee  Executive Director  ACLU of New Hampshire  [www.aclu-nh.org](http://www.aclu-nh.org) |

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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:** |
| Stand up and celebrate with us on October 15 at our Annual Bill of Rights Awards dinner. Purchase a ticket and support the ACLU. Click here for tickets. |