**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU-NH |

|  |
| --- |
| **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.) |
| **Rockingham County:** 03811; 03032; 03034; 03036; 03819; 03037; 03038; 03826; 03827; 03042; 03833; 03044; 03840; 03841; 03842; 03844; 03848; 03053; 03854 ; 03856; 03857; 03858; 03862; 03261; 03290; 03865; 03801; 03077; 03870; 03871; 03079; 03873; 03874; 03885; 03291; 03087  **Strafford County:** 03878; 03884; 03887; 03820; 03823; 03824; 03825; 03861; 03835; 03839; 03851; 03852; 03855; 03867; 03868; 03869 |

|  |
| --- |
| **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) |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Join Us for Our Exeter Community Forum |

|  |
| --- |
| **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 September 12! |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| **Exeter Community Forum**  Tuesday, September 12, 6pm - 8pm  Exeter Mills  6 Chestnut Street, Exeter, NH 03833 |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| N/A |

|  |
| --- |
| **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 a night of conversation and community at our Exeter Community Forum on Tuesday, September 12 from 6pm – 8pm.**  Come learn about the work of the ACLU of NH and the heated battle over voting rights, the continuing assault on reproductive freedoms, and our new statewide immigrants’ rights project. We’ll talk about our work on these and other civil rights issues and how you can be a part of the growing resistance movement.  Bring your friends and family. **We look forward to seeing you on Tuesday, September 12.**  Sincerely,  Devon  Devon Chaffee  Executive Director  *ACLU of New Hampshire*  [www.aclu-nh.org](http://www.aclu-nh.org) |

|  |
| --- |
| **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:** |
| Join us TUES 09-12 for our Exeter Community Forum. Learn about our latest work on civil rights and how you can be part of the resistance. |