**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 of Delaware |

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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.** |
| mkeller@aclu-de.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.” |
| Apply today to attend the 2018 Membership Conference for FREE! |

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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. |
| Do you know a young adult who deserves to go to the ACLU Membership Conference for FREE? |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| More info about membership conference: <https://conference.aclu.org/ehome/314332?reference=web_aff_32718_DE_membconf18>  Apply: <https://aclu-de.org/news/do-you-want-to-go-to-the-2018-aclu-membership-conference-for-free/2018/04/27/> |

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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. |
| **The ACLU of Delaware is excited to announce that we will be covering the costs of registration, lodging and travel to the 2018 ACLU Membership Conference for selected youth ages 16 – 23.**  For nearly 100 years, the ACLU has been our nation’s guardian of liberty, working in courts, legislatures, and communities to defend and preserve the individual rights and liberties that the Constitution and the laws of the United States guarantee everyone in this country. The ACLU Membership Conference brings together ACLU members and activists alike for learning, mobilization, and inspiration. This once-in-a-generation event is an opportunity for members from around the country to exchange ideas, to celebrate the extraordinary history of the ACLU, and to look forward to the challenges ahead – **and we want Delaware youth to be a part of that.**  Due to the costs associated with offering this program, we are only able to accept 34 youth applicants. Applicants must fill out the print or online application linked below and submit to Morgan Keller at [mkeller@aclu-de.org](mailto:mkeller@aclu-de.org) **no later than midnight on Sunday, May 13, 2018**. Program acceptance or denial notifications will be made by Friday, May 18, 2018.  Acceptance into this program will include transportation to and from the conference, lodging, meals, access to all conference sessions, special youth programming and access to the Action Center throughout the conference. ***Transportation, registration and lodging is offered at no charge to accepted applicants, however, there will be a $20 deposit required upon acceptance into the program.***   * For more information about the ACLU Membership Conference, [click here](https://conference.aclu.org/ehome/314332?reference=web_aff_32718_DE_membconf18). * For more information about this program, or to apply, [click here](https://aclu-de.org/news/do-you-want-to-go-to-the-2018-aclu-membership-conference-for-free/2018/04/27/).   *This opportunity is funded by the ACLU and the ACLU of Delaware.* |

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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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