**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 Hawai‘i |

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| **Target Audience \*\*** |
| xxx 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.** |
| kgrant@acluhawaii.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) | xx 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.” |
| Letʻs stand strong for reproductive freedom! |

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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 in Honolulu on Friday, 6/1/18 for a panel discussion and conversation |

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| **Side Box Content (Action & Event format only)** |
| Friday, June 1 2018  Impact Hub Honolulu  1050 Queen Street  Honolulu, HI 96814  ADA Accessible  Light refreshments served  RSVPs appreciated, walk-ins welcome  Request special accommodation by Wednesday, 5/23: office@acluhawaii.org |

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| **Hyperlinks for email message \*\*** |
| https://action.aclu.org/webform/hi-repo-freedom-2018?ms\_aff=HI&initms\_aff=HI&ms=180521\_reproductive\_freedom\_event\_&initms=180521\_reproductive\_freedom\_event\_&ms\_chan=eml&initms\_chan=eml |

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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. |
| Please join us! “Reproductive Freedom: Policy Trends Affecting Our Rights in Hawai‘i and the Nation” happens Friday, June 1st, at Impact Hub Honolulu  RSVP TODAY!  Abortion bans. Attacks on access to birth control. Cruel efforts to prevent immigrants from seeking reproductive health care. Women’s health and reproductive freedom are under siege and are an important topic in Hawai‘i and across the country.  A free, public discussion on current policy trends in reproductive rights and abortion access will happen Friday, June 1, 2018, from 6:15 p.m. to 8:00 p.m. at the Impact Hub Honolulu, located at 1050 Queen Street in Kaka‘ako. Learn more about the fight to uphold and advance reproductive freedom in Hawai’i and the nation - including an update on an ACLU case challenging federal restrictions that unreasonably limit access to Mifeprex, the abortion pill.  Leading the panel are two visiting speakers: from the National ACLU’s Reproductive Freedom Project located in New York, attorney **Julia Kaye**; and from the Island of Kaua‘i **Dr. Graham Chelius**, a family physician whose concern for his patients’ access to medication abortion led the ACLU to file a legal challenge to the Food and Drug Administration’s rules on Mifeprex - a case whose outcome could affect access to health care throughout the entire nation.  Ms. Kaye and Dr. Chelius are joined by **Mateo Caballero**, ACLU of Hawai‘i Legal Director. The panel discussion will be moderated by KITV anchor **Diane Ako**.  ACLU of Hawai‘i Executive Director **Joshua Wisch** said: “45 years after *Roe v. Wade*, women are still fighting for the right to make choices about their own bodies, even here in Hawai'i. Men who want Viagra can pick it up at their local pharmacy, but women who need Mifeprex sometimes have to board an airplane to get it. This is wrong and it’s why the ACLU of Hawai'i and the ACLU’s Reproductive Freedom Project filed a federal lawsuit to stop this attack on women’s reproductive freedom. We are grateful to our brave panelists and co-sponsors as they fight to make sure a woman’s right to choose is protected and respected.”  This event is presented by the ACLU of Hawai‘i with the support of **Planned Parenthood Votes Northwest and Hawai‘i**, the **Hawai‘i State Commission on the Status of Women**, and the **American College of Obstetricians and Gynecologists, Hawai‘i, Guam and American Samoa Section.** |

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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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