**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-IN |

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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.) |
| 46107,46183,46201,46202,46203,46204,46205,46206,46207,46208,46209,46211,46214,46216,46217,46218,46219,46220,46221,46222,46223,46224,46225,46226,46227,46228,46229,46230,46231,46234,46235,46236,46237,46239,46240,46241,46242,46244,46247,46249,46250,46251,46253,46254,46255,46256,46259,46260,46262,46266,46268,46274,46275,46277,46278,46282,46283,46285,46291,46295,46296,46298,46030,46031,46032,46033,46034,46037,46038,46060,46061,46062,46069,46074,46082,46280,46290, 46052,46071,46075,46077,46102,46147, 46040,46055,46117,46129,46140,46154,46163,46186,46110,46126,46130,46144,46161,46176,46182,47234, 46106,46124,46131,46142,46143,46162,46164,46181,46184,46111,46113,46125,46151,46157,46158,46160,46166, 46103,46112,46118,46122,46123,46149,46165,46167,46168,46180 |

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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.** |
| atoruno@aclu-in.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.” |
| “This is our country too,” - Khizr Khan |

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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 September 9th for a discussion with Khizr Khan. |

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| **Side Box Content (Action & Event format only)** |
| Event title: Talking Through Unity and Civility: A Community Conversation With Khizr Khan  Date: September 9, 2017  Time: 7:30pm  Location: St. Luke’s United Methodist Church – 100 W 86th St Indianapolis IN 46260 |

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| **Hyperlinks for email message \*\*** |
| Tickets on Eventbrite -- [Conversationwithkhizr.eventbrite.com](http://conversationwithkhizr.eventbrite.com/)  Facebook - <https://www.facebook.com/events/142632652985930/?ref=br_rs> |

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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. |
| Dear ACLU supporter,  On Saturday, September 9th our community will engage in a crucial conversation about bringing out the best in ourselves and one another and working together for the common good. We hope you will join us on for a community conversation with **Khizr Khan**, Gold-Star father to fallen US Army Captain, Humayun Khan, to address our age-old American tradition of agreeing to disagree with civility and keeping our nation united and strong.  Last year, Khizr Khan’s speech at the Democratic National Convention touched everybody’s heart when he spoke of his experiences as an immigrant in America and the ultimate sacrifice that his son had made for the country that gave him everything. Humayun defended his country in the Iraq war and his legacy is remembered and honored.  The ACLU of Indiana and our partners, the Muslim Alliance of Indiana, Desmond Tutu Center, Women 4 Change, Islamic Society of North America, and St. Luke’s United Methodist Church encourage you join to us. Share this event on [Facebook](https://www.facebook.com/events/142632652985930/?ref=br_rs) and visit our [Eventbrite page](Conversationwithkhizr.eventbrite.com) to purchase tickets. For questions, please contact Katie Blair at kblair@aclu-in.org.  We look forward to seeing you there!  **Jane Henegar**  *Executive Director*  American Civil Liberties Union of Indiana  1031 East Washington St  Indianapolis, IN 46202 |

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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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