**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 of Nebraska |

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

|  |
| --- |
| **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.** |
| [acurttright@aclunebraska.org](mailto:acurttright@aclunebraska.org)  [huhing@aclunebraska.org](mailto:huhing@aclunebraska.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.” |
| Get Ready for Nebraska Giving Days! |

|  |
| --- |
| **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 this year for Omaha Gives! on May 23rd and Give to Lincoln Day on May 31st |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| Join us at our Giving Day Events!  Omaha Gives!  May 23rd, 2018 , 4:00 to 5:30 pm  329 S 16th St #3,  Omaha, NE 68102  RSVP Here: https://www.facebook.com/events/1354616974684582/  Give to Lincoln GAY  May 31st, 2018, 5:30 to 8:30 pm  333 S 13th St  Lincoln, NE 68508  RSVP Here: https://www.facebook.com/events/167520390734113/ |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| Omaha Gives! = <https://www.omahagives.org/aclu/overview>  Give to Lincoln Day = <https://www.givetolincoln.com/nonprofits/aclu-of-nebraska> |

|  |
| --- |
| **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 FIRST NAME,  It is that time of year again when Nebraskans celebrate the non-profits that work to make our communities better! This year, we hope you’ll consider making a gift to the ACLU of Nebraska on either [Omaha Gives!](https://www.omahagives.org/aclu/overview) on May 23rd, 2018 or [Give to Lincoln Day](https://www.givetolincoln.com/nonprofits/aclu-of-nebraska) on May 31st, 2018.  Giving during these two days is different than any other day of the year because on these days, your gift goes twice as far! **A generous donor has offered to match all gifts up to $5,000 for each of the giving days, so for each gift you make we receive twice that amount.**  That’s twice the amount going to support our litigation against the death penalty, twice the funding for our continued fights to restore Title X funding for Planned Parenthood, and twice the support for defending the First Amendment rights of all Nebraskans.  If you don’t want to wait to make your gift, you can **schedule your donation for** [**Omaha Gives**](https://www.omahagives.org/aclu/overview)**! or** [**Give to Lincoln Day**](https://www.givetolincoln.com/nonprofits/aclu-of-nebraska) **right now!**  Also please join us to celebrate the spirit of giving at our Giving Day Events on May 23rd and May 31st!  Because of generous supporters like you, last year we raised over $40,000 on these two days and with your support. I know we can do it again. |

|  |
| --- |
| **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:** |
|  |