**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 \*\*** | Nevada |

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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.** |
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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.” |
| Rally with women in Nevada this weekend |

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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. |
| We are so proud to participate in the Women’s March anniversary events this weekend. Here’s some important info on the events in Reno and Las Vegas |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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 Supporter,  We are so honored to participate in the Women’s March events in Reno and Las Vegas this year. We hope you’ll join us!  We think Nevada is the perfect home for the national Women’s March event for a number reasons. We finally saw passage of the Equal Rights Amendment during the 2017 Nevada Legislature. Half of Nevada's congressional seats are held by women; 40 percent of Nevada's legislators are women; and Nevada's three largest cities (Las Vegas, Henderson and Reno) are led by women.  But there’s still a lot of work to do.  This weekend’s Women’s March: Power to the Polls events will further the work that began with the march on Washington, and by Monday morning it will be clear that the women of America are a political force to be reckoned with.  The Women's March has created a powerful movement and ignited thousands of activists and new leaders. We’re so proud to stand with them.  [You can find information about the march Saturday in Reno and the national rally Sunday in Las Vegas on our website.](https://www.aclunv.org/en/news/nevada-womens-march-events)  Reno’s march starts at 11:30 a.m. Saturday at the Bruce R. Thompson Federal Courthouse, 400 S. Virginia St. Demonstrators will then march north to the Believe sign. If you'd like to march with the ACLU, meet us at the Truckee Bagel Co. at the corner of Virginia and California at 11 a.m.  The rally Sunday in Las Vegas starts at 10 a.m. at Sam Boyd Stadium, 7000 E Russell Rd.  We’ll see you there!  In liberty,  Tod Story  Executive Director  ACLU of Nevada |

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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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