**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 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.** |
| [story@aclunv.org](mailto:story@aclunv.org), [juhl@aclunv.org](mailto:juhl@aclunv.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.” |
| STOP NEVADA’S EXPERIMENTAL EXECUTION |

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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. |
| Tell Governor Sandoval to Stop Nevada’s Experimental Execution |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Petition Page:  https://action.aclu.org/secure/NV\_Execution |

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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,  The ACLU of Nevada needs you to act now to stop the state of Nevada from executing its first prisoner in more than a decade on Nov. 14.    The state’s plans for death row inmate Scott Dozier are truly troubling: Our state is going to use a never-before-used lethal injection combination to paralyze Mr. Dozier to death. From conversations in open court, we know that Nevada plans to use the dangerous opioid fentanyl to render the prisoner unconscious followed by a paralytic to freeze his respiratory system.    The state has refused to release other key details about its plans, so the public has no way to verify Mr. Dozier will not be awake when he is paralyzed. The potential for a torturous death or botched execution is very real.    Prisoners must not be used as guinea pigs as the state rushes to resume its execution program. And the public must be allowed to ensure execution protocols do not violate the rights guaranteed under the United States and Nevada Constitutions.    We need your help to get Governor Sandoval to stop this execution while so many questions remain. Please sign our petition to ask him to stop this cruel experiment.    We cannot allow this precedent to be set. Thank you for standing with us.  In liberty,  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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