**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-NH |

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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.** |
| [gibson@aclu-nh.org](mailto:gibson@aclu-nh.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.” |
| Join Us 07-10-18: Community Forum on SCOTUS Muslim Ban Decision |

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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 for open conversation and solidarity in the wake of this decision. |

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| **Side Box Content (Action & Event format only)** |
| **Community Forum on SCOTUS Muslim Ban Decision**  Tuesday, July 10 from 7pm – 9pm  UNH Law School  2 White Street  Concord, NH 03301 |

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| **Hyperlinks for email message \*\*** |
| 1. **Join us on Tuesday, July 10, 2018 from 7pm – 9pm at UNH Law School, Concord as we work in coalition with community partners to provide a space for open conversation and solidarity in the wake of this decision.** (RSVP link) 2. **Join us on Tuesday, July 10, 2018 from 7pm – 9pm at UNH Law School, Concord!** (RSVP link) |

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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. |
| Greetings ACLUers,  **On Tuesday, June 26, 2018, the United States Supreme Court allowed the Muslim ban to continue.** In a 5-4 ruling, justices sided with this cornerstone of Trump's discriminatory immigration policy. The latest version of the ban limits entry to the United States from citizens of five Muslim-majority countries in addition to a miniscule number of North Koreans and Venezuelans.  **Join us on Tuesday, July 10, 2018 from 7pm – 9pm at UNH Law School, Concord as we work in coalition with community partners to provide a space for open conversation and solidarity in the wake of this decision.** The forum will include Robert Azzi, a Lebanese-American Muslim who curates "Ask a Muslim Anything" town halls across New Hampshire; Asma Elhuni, a Libyan-American Muslim woman and community organizer with United Valley Interfaith Project; Devon Chaffee, Executive Director of the ACLU of New Hampshire; and you!  Let us be clear. This is a loss, but this is not the end of the fight. We are committed to taking down this discriminatory ban on every front – in Congress, in the courts, and in the streets!  **Join us on Tuesday, July 10, 2018 from 7pm – 9pm at UNH Law School, Concord!**  In solidarity,  Christina Gibson  Public Affairs Manager  ACLU of New Hampshire |

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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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