**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.) |
| Southern NH: 03031, 03033, 03049, 03051, 03052, 03054, 03055, 03061, 03060, 03062, 03063, 03064 |

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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 for the Nashua #AdvisoryCouncilListens July 26! |

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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 #AdvisoryCouncilListens in Nashua on July 26 and support diversity and inclusion in NH - RSVP today! |

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| **Side Box Content (Action & Event format only)** |
| Listening Session: Governor Sununu’s Advisory Council on Diversity & Inclusion  Thursday, July 26 from 6:30-8:30pm  Arlington Street Community Center  36 Arlington Street  Nashua, NH 03060 |

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| **Hyperlinks for email message \*\*** |
| 1. **Governor Chris Sununu announced a new 18-person Advisory Council on Diversity and Inclusion in New Hampshire** (<https://www.governor.nh.gov/news-media/press-2018/20180125-diversity-inclusion.htm>) 2. **Like the previous sessions, the goal of the Nashua session of the Governor's Advisory Council on Diversity and Inclusion is to hear from key segments of Southern NH communities, on issues related to diversity and inclusion that most concern them, and how they think the Advisory Council can help address those issues.** (<https://www.facebook.com/events/266327527475449/>) 3. **Click here for more information on the listening session format and to RSVP**. (<https://www.facebook.com/events/266327527475449/>) |

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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 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,  In December 2017, **Governor Chris Sununu announced a new 18-person Advisory Council on Diversity and Inclusion in New Hampshire**. The Council will be presenting the Governor with recommendations on how New Hampshire can improve equity in the state, including on issues of race, gender, age and disability – Council recommendations will be collected from statewide regional listening sessions to which there will be several in the coming weeks.    **Like the two sessions, the goal of the Nashua session of the Governor's Advisory Council on Diversity and Inclusion is to hear from key segments of Southern NH communities, on issues related to diversity and inclusion that most concern them, and how they think the Advisory Council can help address those issues.**  Participants will have an opportunity to speak directly to Advisory Council members, as well as provide written comments. **Click here for more information on the #AdvisoryCouncilListens format and to RSVP.**  We look forward to having you join us!  Civilly yours,  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:** |
| Join us for #AdvisoryCouncilListens in Nashua on July 26 and support diversity and inclusion in NH - RSVP today! |