**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-NH |

|  |
| --- |
| **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.** |
| [gibson@aclu-nh.org](mailto:gibson@aclu-nh.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.” |
| HB1319 – Call Members Now! |

|  |
| --- |
| **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. |
| Some Members are waivering on HB1319 – urge them to vote OTP! |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| Message your Members now – Ought to Pass! |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| 1. Send a message to your representatives right now and tell them.   (<https://action.aclu.org/send-message/nh-hb1319-ought-pass?ms_aff=NH&initms_aff=NH&ms=180502_transbill_hb1319_&initms=180502_transbill_hb1319_&ms_chan=eml&initms_chan=eml>)   1. Make sure representatives know this. Message them now!   (<https://action.aclu.org/send-message/nh-hb1319-ought-pass?ms_aff=NH&initms_aff=NH&ms=180502_transbill_hb1319_&initms=180502_transbill_hb1319_&ms_chan=eml&initms_chan=eml>) |

|  |
| --- |
| **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,  HB 1319 is heading for a vote any minute, and some critical representatives are wavering because our opposition is kicking into high gear spreading misinformation.  We could have mere hours to cut through these lies and make sure our representatives know the truth: That HB 1319 is a simple update to add explicit protections to the law against discrimination, enhance public safety, and ensure transgender people can live free from discrimination in the Granite State.  **Send a message to your representatives right now and tell them.**  Our opponents are throwing out the same tired, fearmongering “bathroom predator” myths they deployed last year to effectively shut down debate on this long-overdue piece of legislation. We cannot let them get away with this again.  There’s a reason that prominent public safety voices—like the New Hampshire Chiefs of Police Association—and advocates for women and girls—like the New Hampshire Women’s Foundation—are on our side.  Because they know that we are all safer when everyone is protected from discrimination.  **Make sure representatives know this. Message them now!**  Thank you,  Christina Gibson  Public Affairs Manager  ACLU of New Hampshire |

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