**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.) |
| **Grafton County, NH:** 03561; 03574; 03580; 03583; 03585; 03586; 03285; 03740; 03215; 03741; 03217; 03748; 03222; 03750; 03223; 03755; 03765; 03766; 03768; 03771; 03238; 03240; 03774; 03241; 03777; 03779; 03780; 03245; 03784; 03785; 03251; 03262; 03264; 03266; 03279; 03282; 03293 |

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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 on 09-21 for a KYR Training in Hanover! |

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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. |
| Learn what peoples’ rights are when stopped by Police and ICE. |

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| **Side Box Content (Action & Event format only)** |
| **Know Your Rights When Stopped by Police & ICE: Immigrants’ Rights Training**  Thursday, September 21, 4pm – 5:30pm  Hanover Friends Meeting House  43 Lebanon Street, Hanover, NH 03755 |

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| **Hyperlinks for email message \*\*** |
| N/A |

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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 ACLU Supporter,  Welcoming immigrants and rescuing refuges is part of who we are as a country. Unfortunately, the Trump Administration seems determined to impose policies ripping families apart, damaging local communities and attacking our nation’s core values.  With a *Live Free or Die* way of life, we as Granite Staters, must stand together in support of our immigrant neighbors as they strive to raise their families to *Live Free* and contribute to the prosperity of New Hampshire. **Come learn how to give Know Your Rights presentations to immigrants to protect immigrant communities in the Granite State.**  This training – **co-presented by ACLU of NH’s Executive Director Devon Chaffee and Legal Director Gilles Bissonnette** – will provide you with the tools you need to help educate service providers, institutions, and community members on the rights of immigrants and how invoking those rights can help keep immigrants and their families safe. Issues that the training will address include:   * What steps can individuals without a documented immigration status take to protect themselves, their families and their property? * What rights do individuals have: When ICE agents come to their home? When stopped by police? * Recent developments in federal and local immigration enforcement.   We welcome all individuals committed to taking action to support immigrant communities in our state. Attorneys and others with legal or language expertise are particularly encouraged to participate. This event is sponsored by the American Civil Liberties of New Hampshire.  Sincerely,  Devon Chaffee  Executive Director  *ACLU of New Hampshire*  [www.aclu-nh.org](http://www.aclu-nh.org) |

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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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