**EMAIL SET-UP**

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| **Affiliate Name** | American Civil Liberties Union of New Hampshire |

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| **Mailing Date:** | 12/6/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |
| **Don’t forget to schedule on the** [CAN Calendar](https://www.acluloop.org/Departments/affiliateSupport/CAN/Pages/CAN%20Calendar.aspx) | | | |

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| **Target Audience** |
| Affiliate Full List  Segmented list (Please provide [zip codes](http://www.unitedstateszipcodes.org/), chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [dan@aclu-nh.org](mailto:dan@aclu-nh.org)  [gibson@aclu-nh.org](mailto:gibson@aclu-nh.org)  [jeanne@aclu-nh.org](mailto:jeanne@aclu-nh.org), |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less.  **Free image resources:**  <http://morguefile.com/> | <http://www.freeimages.com/> | <https://www.flickr.com/commons> |
| Images attached  Please use a stock image  No image |

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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.” |
| Urge Governor Sununu to Fight for Net Neutrality! |

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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. |
| Call and email Gov. Sununu then show up to a protest this week! |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| 1. **Join us and other Internet Freedom Fighters in NH in urging Governor Sununu to come out publicly in-support-of Net Neutrality.** (Jump to Action Link) 2. **Currently there are 3 protests planned in NH - find a protest near you!** (<http://verizonprotests.com/>) 3. **Urge Governor Sununu to go on the record in support of Net Neutrality - click here to take action.** (Jump Link to Action Link) 4. **RSVP to a protest near you this week****.** (<http://verizonprotests.com/>) 5. **Take action TODAY!** (Jump Link to Action) |

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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's one thing you want your recipient to pick up on, it's 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 Friends,  **Join us and other Internet Freedom Fighters in NH in urging Governor Sununu to come out publicly in-support-of Net Neutrality**.  If New Hampshire wants to live up to our Live Free or Die motto, we need to support rules like Net Neutrality which ensures all internet traffic is treated equally. Without Net Neutrality internet providers, like Comcast and Verizon, can block, speedup or slowdown certain websites and choose what content and applications we can access, or privilege some users over others, whether based on profit or even political views. Amazon, Twitter, Snapchat and Netflix support Net Neutrality and have helped organize protests against efforts to undo it. **Currently there are 3 protests planned in NH - find a protest near you!**  If Governor Sununu wants to keep and attract young people to this state as well as appeal to tech companies like Amazon, Twitter, Snapchat and Netflix then he should come out in support of and champion Net Neutrality. **Urge Governor Sununu to go on the record in support of Net Neutrality - click here to take action.**  Once you urge Governor Sununu to support Net Neutrality - **RSVP to a protest near you this week.** We can’t sit back and let this happen. **Take action TODAY!**  Civilly yours,  Christina Gibson  Outreach & Communication Coordinator |

**ADVOCACY ALERT SET-UP**

By default all alerts will be restricted to the affiliate’s state.

By default each legislator will be contacted only by their own constituents, unless specified otherwise.

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| **Alert Type** |
| **Email Alert  Call Alert**  Email alerts allow constituents to send an email message to the target(s). Call alerts ask constituents to call the target(s) you specify and provide feedback. |

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| **Alert Targets** | |
| **State Governor  State Senator  State Representative  Custom Targets**  Provide alert targets at least 24 hours in advance. If your alert is on a federal issue or targets federal legislators you must coordinate with national via [federalalert@aclu.org](mailto:federalalert@aclu.org). | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** | Governor Chris Sununu  Phone Number: 603-271-2121  Email (use webform): <https://business.nh.gov/nhgovernor/comments.asp>  If can’t do webform then, call Governor Sununu. |

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| **Alert Headline:** | Urge Governor Sununu to defend Net Neutrality! |

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| **Publish:** | 12/6/2017 | **Expire:** | 12/31/2017 |

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| **Alert Landing page**  This content will appear above the alert form. It should be a brief summary of the alert with a clear, compelling call to action. |
| If the Trump FCC has its way, our open internet – and the “network neutrality” principles that sustain it – could be a thing of the past. The quest for profits and corporate disfavor of controversial viewpoints could change both what you see on the internet and the quality of your connection. And the incentive to monitor what you do online in order to play favorites means even more consumer privacy invasions piled on top of the NSA’s prying eyes.  Don’t let it happen.  **Email and call Governor Chris Sununu and urge him to publicly come out in support of Net Neutrality – if he truly believes in liberty.** |

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| **Alert subject lines**  **You can create up to 6 subject lines that will be randomly applied to the message to your targets. We recommend using at least 2 or 3 subject lines.**  **Do not allow constituents to modify** |
| Urge the Gov. Sununu: Defend Net Neutrality for NH! |
| Take Action: Join the Fight for Net Neutrality in NH! |
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| **Advocacy type by legislature’s issue (select only one)** | | |
| Budget | Homeland security | Military |
| Children / Families | Housing | Reproductive rights |
| Education | Immigration | Senior citizens |
| Elections | Judiciary | Social security |
| Gov’t affairs | Labor | Technology |
| Health | Medicare / Medicaid | Telecommunications |

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| **Email to targets**  It is possible to create unique messages based on the recipient chamber. |
| **Required beginning for email message (not editable by sender):**  Dear Governor Sununu: |
| **Email message body (editable by sender):**  I write to you as a concerned Granite Stater. I urge you, as the leader of the Granite State, to publicly come out in support of Net Neutrality rules. New Hampshire should support Net Neutrality, which ensures that all internet traffic is treated equally and companies, like Comcast and Verizon, cannot block, speedup, or slowdown websites.  Without Net Neutrality, internet providers will be able to choose what content and applications we can access, or privilege some users over others, whether based on profit or even political views.  Amazon, Twitter, Snapchat, and Netflix support Net Neutrality, and have helped organized protest against efforts to undo it. If New Hampshire wants to attract tech firms like Amazon and retain our young Granite Staters, we should champion Net Neutrality as a state.  Governor Sununu, will you champion Net Neutrality and ensure equal access to the internet? |
| **Required ending for email message (not editable by sender):**  Looking forward to your reply, |
| **Talking points for call (for Call Alerts ONLY):**   * New Hampshire should support Net Neutrality, which ensures that all internet traffic is treated equally and companies, like Comcast and Verizon, cannot block, speedup, or slowdown websites. * Without Net Neutrality, internet providers will be able to choose what content and applications we can access, or privilege some users over others, whether based on profit or even political views. * Amazon, Twitter, Snapchat and Netflix support Net Neutrality, and have helped organize protests against efforts to undo it. * If New Hampshire wants to attract tech firms like Amazon, we should champion Net Neutrality as a state. * Governor Sununu, will you champion Net Neutrality and ensure equal access to the internet? |

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| **Confirmation Page**  **Give a good closing argument, thank constituent for taking action and provide for more opportunities to engage using hyperlinks, even if it’s back to your website. Also use this opportunity to promote other actions or events.** |
| Thank you for taking action to protect civil liberties in New Hampshire. This is an important issue and your lawmakers need to hear from you.  Take the next step and share this alert with your friends:  Share on Twitter | Share on Facebook  -----Tracking code (DO NOT DELETE)------  <img src="https://ms.clicks.actions.aclu.org/conversion?version=1&conversion\_items=1&conversion\_value=0" width=”0” height=”0”> |
| **Text for Twitter Share Link (140 characters max)** |
| Urge Governor Sununu to defend Net Neutrality! |