**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 of Georgia |

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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.) |
| Members only |

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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.** |
| [arosato@acluga.org](mailto:arosato@acluga.org)  [taustin@acluga.org](mailto:taustin@acluga.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.” |
| RSVP Today for the ACLU of Georgia Annual Membership Meeting & Reception |

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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. |
| Help us celebrate a year of unprecedented membership growth and learn about the ACLU of Georgia’s strategies for 2018 as well as highlights from the previous year. |

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| **Side Box Content (Action & Event format only)** |
| RSVP NOW |

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| **Hyperlinks for email message \*\*** |
| rsvp@acluga.org |

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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. |
| Don’t miss your opportunity to attend the ACLU of Georgia’s Annual Membership Meeting & Reception!  We have fewer than 100 available RSVP’s remaining, so **RSVP today**.  The meeting will feature special guest speaker, **Dale Ho, director of the National Voting Rights Project.** Dale has active cases in over dozen states and is an adjunct professor of law at NYU Law School. He is a frequent commentator on voting rights issues, appearing on several MSNBC television shows; has written opinion pieces for the New York Times; and is widely published on redistricting and voting rights in law reviews, including *Harvard Civil Rights-Civil Liberties Law Review.*  With the support of our members, our work together is paying off! We plan to highlight our many 2017 successes and provide an update on 2018 strategy. In our fight for voter rights, we put the Hall County Board of Elections on notice, notifying the board that its proposal to eliminate bilingual materials for its Spanish speaking U.S. citizens may violate the U.S. Voting Rights Act of 1965. The ACLU of Georgia caused the secretary of state to cave in a settlement and agree to keep 160,000 voters on the active voter rolls as required by law and update the addresses of 35,000 registered voters who had recently moved within the same county as required by state law. We also demanded that the Secretary of State change its misleading voter registration forms.  Reception at 6:00pm, meeting begins at 7:15pm. Heavy hors d’oeuvres and beverages. Admission is free, but an RSVP is required. Parking available onsite. Lyft is highly encouraged.  Thank you to our event sponsors! |

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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 Our Annual Membership Meeting & Reception on Thurs Apr 26! Click here for more info: |