**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 Indiana |

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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.) |
| ACLU of Indiana Members (15 months) |

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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.** |
| Ashley Toruno  atoruno@aclu-in.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.” |
| Cast Your Vote – ACLU of Indiana Board of Directors |

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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. |
| As a member of the ACLU of Indiana – it’s time to cast your votes for the 2018 Board of Directors! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| Cast Your Vote! <https://action.aclu.org/webform/in-2018-board-elections?ms_aff=IN&initms_aff=IN&ms=180725_board_elections_&initms=180725_board_elections_&ms_chan=eml&initms_chan=eml> |

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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. |
| Hi [X],  It’s time to cast your vote for the 2018 ACLU of Indiana Board of Directors election.  Members who have paid their dues within the past 15 months are eligible to vote for the organization's board of directors. That’s you! You may review nominees' profiles and [place your votes here](file:///\\DC01\users\Shares\asult\CAN\•%09Email:%20https:\action.aclu.org\webform\in-2018-board-elections%3fms_aff=IN&initms_aff=IN&ms=180725_board_elections_&initms=180725_board_elections_&ms_chan=eml&initms_chan=eml).  You must use the unique voter identification code **(INSERT MEMBERSHIP ID)** to place your vote.  Online votes must be cast by 11:59 pm on August 31, 2018.  The Board of Directors is comprised of 30 members representing different regions of the state, including nine members who serve at-large. The Board oversees the general business and affairs of the ACLU of Indiana and helps to fulfill the organization’s mission to defend individual rights and enhance and preserve liberties that are guaranteed in the U.S. and Indiana Constitutions and civil rights laws.  As a voting ACLU member, thank you for your continued engagement and commitment to protecting civil liberties! |

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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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