**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 \*\*** | NE |

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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.) |
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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.** |
| huhing@aclunebraska.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.” |
| See you at the annual membership meeting next week? |

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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. |
| Come for the panel discussions on LGBTQ+ advocacy and racial justice. |

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| **Side Box Content (Action & Event format only)** |
| Annual Meeting  Saturday, June 23, 2018  Thompson Alumni Center  6705 Dodge St., Omaha, NE  RSVP today (link to https://action.aclu.org/webform/annual-membership-meeting) |

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| **Hyperlinks for email message \*\*** |
| https://action.aclu.org/webform/annual-membership-meeting |

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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. |
| Join us at our redesigned annual meeting for fellowship with local activists, updates on our work, and opportunities to make a positive difference for civil liberties in Nebraska. This is a free event.  9:00 am Coffee Reception  9:30 am Awards Presentation  10:00 am Racial Justice Panel, facilitated by A’Jamal Byndon  11:00 am LGBTQ+ Advocacy Panel, facilitated by Danielle Powell  Hear from our 2018 award winners:    Rich Juro  Robert M. Spire Founders Service Award    Rainbow Rowell  Defender of the Bill of Rights Award  Urban League of Nebraska Young Professionals  Roger Baldwin Civil Libertarians of the Year Award  RSVP now! (link to https://action.aclu.org/webform/annual-membership-meeting)  Questions? Contact Allie Curttright at: (402)476-8091 ext.107 or acurttright@aclunebraska.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:** |
| Join me at the ACLU of Nebraska’s annual meeting June 23 to discuss racial justice and LGBTQ+ advocacy. www.aclunebraska.org/annualmeeting |