**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.) |
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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 07-19-18: Know Your Rights Training on Immigration Checkpoints |

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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. |
| Know your rights at immigration checkpoints! |

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| **Side Box Content (Action & Event format only)** |
| Know Your Rights Training on Immigration Checkpoints  Thursday, July 19 from 6p - 8p  NH Peace Action Office  4 Park Street, Suite 304  Concord, NH 03301 |

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| **Hyperlinks for email message \*\*** |
| 1. **Join us on Thursday, July 19 for a free Know Your Rights Training on Immigration Checkpoints.** (<https://www.facebook.com/events/1063324013820964/>) 2. **Know your rights – join us on Thursday, July 19 for a much-needed Know Your Rights Training on Immigration Checkpoints.** (<https://www.facebook.com/events/1063324013820964/>) 3. **Join us at this free event to train up on your rights and get your questions answered!** (<https://www.facebook.com/events/1063324013820964/>) |

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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. |
| Greetings ACLUers,  **Join us on Thursday, July 19 for a free Know Your Rights Training on Immigration Checkpoints.** The most recent US Customs and Border Protection (CBP) immigration checkpoints conducted over the Memorial and Fathers’ Day weekends along I-93 in New Hampshire are an embarrassment to our state and violated the Fourth Amendment. It is our understating that CBP intends to conduct more checkpoints in New Hampshire – possibly 4 – over the remainder of this year.  **Know your rights – join us on Thursday, July 19 for a much-needed Know Your Rights Training on Immigration Checkpoints.**  For a state that prides itself on being welcoming to all, these checkpoints tell a very different story, one of discrimination and dismissal of our constitutional rights and values. **Join us at this free event to train up on your rights and get your questions answered!**  Civilly yours,  Christina Gibson  Public Affairs Manager  ACLU of New Hampshire |

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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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