**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.” |
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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. |
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| **Side Box Content (Action & Event format only)** |
| Date & Time: Tuesday, September 12 at 8am  Location: Outside and across the street from the New Hampshire Institute of Politics at St. Anslem.  Saint Anselm College, 100 Saint Anselm Drive  Manchester, NH 03102 |

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| **Hyperlinks for email message \*\*** |
| 1. On Tuesday, September 12 the Pence-Kobach Commission on “Election Integrity” will hold a field hearing at the New Hampshire Institute of Politics, Saint Anselm College, 100 Saint Anselm Drive, Manchester. (<https://s3.amazonaws.com/public-inspection.federalregister.gov/2017-17968.pdf>) 2. More information here. (<https://www.facebook.com/events/128539274439735/?acontext=%7B%22ref%22%3A%2229%22%2C%22ref_notif_type%22%3A%22plan_user_joined%22%2C%22action_history%22%3A%22null%22%7D&notif_t=plan_user_joined&notif_id=1503968344981443>) 3. To reserve a spot at the Committee hearing email Election Integrity Staff here. ([ElectionIntegrityStaff@ovp.eop.gov](mailto:ElectionIntegrityStaff@ovp.eop.gov)) 4. Christina Gibson ([gibson@aclu-nh.org](mailto:gibson@aclu-nh.org)) 5. RSVP to me, Christina Gibson, with your name, email and phone number. ([gibson@aclu-nh.org](mailto:gibson@aclu-nh.org)) 6. Contact me, Christina Gibson, to get talking points and to submitted your piece. ([gibson@aclu-nh.org](mailto:gibson@aclu-nh.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. |
| Dear ACLUers,  It’s time to stand up and stand together for a democracy for all. **On Tuesday, September 12 the Pence-Kobach Commission on “Election Integrity” will hold a field hearing at the New Hampshire Institute of Politics, Saint Anselm College, 100 Saint Anselm Drive, Manchester.**  The ACLU-NH and the NH Campaign for Voting Rights are coordinating actions in the field and online to build collective action and exercise our grassroots power. Here are four actions you may take around challenging the Pence-Kobach Commission:   1. **Join the protest** that morning outside and across the street from the New Hampshire Institute of Politics. The protest begins at 8AM. **More information here.** 2. **RSVP to attend the hearing.** **To reserve a spot at the Committee hearing email Election Integrity Staff here**. If you receive a ticket please email me, **Christina Gibson** to let me know. 3. **Make signs** for the protest at America Votes office at 2PM on Friday, September 8. **RSVP to me, Christina Gibson, with your name, email and phone number.** 4. **Write a letter to the editor** about the "sham" commission. **Contact me, Christina Gibson, to get talking points and to submitted your piece.**     Stand with us - do not allow the Pence-Kobach Commission to go unchallenged! Thank you and keep up the fight!  Civilly yours,   |  |  | | --- | --- | | Christina Gibson | Christina Gibson  Outreach and Communication Coordinator  [ACLU of New Hampshire](https://ms.clicks.actions.aclu.org/t/gcH1AAiaaTIVaQB0WeHFZnaabaaaaaaBMZOURjaa?l=9_t~amp;l=YqT0gv~25w8Skd2-fp.gzY~amp;t=3Bl~amp;5=) | |

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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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