**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.” |
| Tell SoS Gardner to Resign from the Pence-Kobach Commission |

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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. |
| Protect the integrity of the First-in-the-Nation primary and our voting process. |

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| **Side Box Content (Action & Event format only)** |
| Sign This Petition |

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| **Hyperlinks for email message \*\*** |
| 1. Sign this petition to tell Secretary of State Gardner to resign from the Pence-Kobach Commission! **need petition** 2. Be a part of the fight forward for voting rights in New Hampshire – sign this petition to tell Secretary of State Gardner to resign from the Pence-Kobach Commission! **need petition** |

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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 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 Voting Rights Supporters:  Join us and the New Hampshire Campaign for Voting Rights in urging Secretary of State Bill Gardner to resign from the Pence-Kobach Commission. SoS Gardner’s resignation would protect the integrity of the First-in-the-Nation primary and our voting process.  **Sign this petition to tell** **Secretary of State Gardner to resign from the Pence-Kobach Commission**!  Bill Gardner is the country’s longest serving Secretary of State and is being used by the Pence-Trump sham commission on voting as they attempt to change the way we vote in New Hampshire. Let’s not allow Trump or Washington D.C. politicians to change the way we run elections in New Hampshire. Stand up to Trump and Kobach and tell Secretary Gardner to do the same.    **Be a part of the fight forward for voting rights in New Hampshire – sign this petition to tell Secretary of State Gardner to resign from the Pence-Kobach Commission!**  Civilly yours,  Christina Gibson  Outreach & Communication Coordinator  ACLU-NH |

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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:** |
| Protect the integrity of the FITN Primary and our voting process. Tell SoS Bill Gardner to resign the Pence-Kobach Commission! |