**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.” |
| YOU’RE INVITED! House Party to Abolish the Death Penalty! |

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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. |
| Join Us to Abolish the Death Penalty! |

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| **Side Box Content (Action & Event format only)** |
| House Party to Abolish the Death Penalty  October 19, 2017 from 5pm-7pm  20 Lang Road, Cornish, NH 03745 |

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| **Hyperlinks for email message \*\*** |
| 1. **Join us in supporting Jean and Peter Burling’s House Party to benefit the New Hampshire Coalition to Abolish the Death Penalty.** (event registration page/link) 2. **RSVP** (Jkburling@gmail.com and bkeshen@nodeathpenaltynh.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 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 Supporters:  The death penalty in America is a broken process from start to finish. Death sentences are predicted not by the heinousness of the crime but by the poor quality of the defense lawyers, the race of the accused or the victim, and the county and state in which the crime occurred. Public support for the death penalty is falling; the numbers of new death sentences and executions are both rapidly decreasing. The time has come for America to end this failed experiment.  **Join us in supporting Jean and Peter Burling’s House Party to benefit the New Hampshire Coalition to Abolish the Death Penalty.** Meet John Breckenridge, the former partner of slain Manchester Police Officer Michael Briggs. John will share his personal journey from supporter of capital punishment to advocate for its repeal. Light refreshments will be served.  Please **RSVP** and join us in working to abolish the death penalty in the Granite State.  Civilly yours,  Devon Chaffee  Executive Director  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:** |
| YOUR INVITED! October 19th from 5-7pm House Party to Abolish the Death Penalty. RSVP today! |