**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); [dan@aclu-nh.org](mailto:dan@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.” |
| FRIDAY: Rally in Solidarity for Due Process! |

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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. |
| Stand with us as we fight for the right to due process! |

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| **Side Box Content (Action & Event format only)** |
| Where: John Joseph Moakley US Courthouse Steps  Address: 1 Courthouse Way, Boston, MA 02210  When: 8:15am |

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| **Hyperlinks for email message \*\*** |
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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 Friends:  This **Friday, October 20** at 9am at the **Moakley Courthouse in Boston**, **a federal court will consider a plea by the Indonesian Christian community to postpone the rushed deportations of dozens of their members who have resided peacefully in the US, under voluntary ICE supervision, for decades**.  **There will be a rally at 8:15am in solidarity with our immigrant brothers and sisters who are at risk of deportation – to show support for these valued community members and urge ICE to stop this rush to deportation.**  All they are asking for is a chance to explain why they fear being returned to Indonesia and the persecution they would face there as Christians. ICE has now tried to remove them from the country in a matter of weeks. The Due Process Clause of the Fifth Amendment to the US Constitution, international law, and US immigration law requires a process for such an assessment. They have no criminal records, and each have US citizen or DACA children – this rushed deportation would leave deportees vulnerable to persecution and would tear families apart.  This event is meant to be peaceful, is not designed to disrupt traffic or entry to the building, and is not an anti-Trump event. Please allow extra time for parking.    We’re looking forward to seeing you all there in solidarity.    Civilly yours,  Christina Gibson  Outreach & Communication Coordinator  ACLU of 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:** |
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