**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 of New Mexico |

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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.** |
| [khoeppner@aclu-nm.org](mailto:khoeppner@aclu-nm.org); [mmccoy@aclu-nm.org](mailto:mmccoy@aclu-nm.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.” |
| A costly and harmful distraction |

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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. |
| Help stop President Trump’s massive deportation machine |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| (link to petition)  <https://action.aclu.org/petition/bordermilitarization?redirect=stop-border-militarization&ms_aff=NAT&initms_aff=NAT&ms=180502_immigrantrights_bordermilitarization_aff&initms=180502_immigrantrights_bordermilitarization_aff&ms_chan=web&initms_chan=web> |

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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. |
| Hi [FIRSTNAME] –  **President Trump wants to deploy the National Guard to our border with Mexico**. It’s one of the latest tactics in his divisive, anti-immigrant agenda, and a plan founded in a manufactured crisis that has already cost us a down payment of $182 million in taxpayer money and will harm our border communities – *all to score some political points.*  Governor Martinez must publicly withdrawal her support for the militarization of our border with Mexico to protect these communities and show that New Mexicans refuse to give President Trump a blank check to wage all-out war on immigrants.  **Will you sign the petition now urging Governor Martinez to immediately stop deploying troops to our border communities?**  **In April, Governor Martinez released sixty-one national guard members to the border and has committed to eventually sending 150+ troops to aid in U.S. Border Patrol operations.** Military troops do not belong in our border communities. These communities – which have some of the lowest crime rates in the country – are already suffering under the Border Patrol’s cruel enforcement policies at the U.S.-Mexico border. Sending the National Guard to our neighborhoods is a dangerous move that will lead to more racial profiling and harassment by authorities in stark violation of our constitutional rights.  **Act now before it’s too late: Sign the petition urging Governor Martinez to oppose further militarization of our border with Mexico.**  Thanks for making your voice heard,  ACLU of New Mexico |

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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:** |
| N/A |